

## Letters

"It's Time to Re-fuse"

To the Editor:

As very few ideas have come out of the hectic months we have been passing through, perhaps this simple expedient might be used to augment the forces of the local dealers temporarily at least and at the same time help in local relief measures. "It's time to Re-Fuse" can be used by local dealers to help a few selected men who do not want charity but are willing to work for a small compensation. A special package can be prepared at a nominal sum, and the dealer will waive his profit for the benefit of the man canvassing. The profit from the sale of fuses will act as bread and butter for the man in the field and a source of valuable leads for whatever appliances the dealer may be promoting. Most men answering ads. for sales jobs to-day on a commission basis have "two strikes" on them and if they do not "click" the first week they naturally fade out of the picture. There are many good men in the field to-day who can be valuable producers in the future and who would like to embrace the faith we have adhered to for the past decade or so, and who will have the same belief that we have—that the electrical business cannot go back, because there will be always something new—providing of course they can eke a living out of the new vehicle they have selected for their use. Direction is all they need, and mass direction will do no harm, and while the "Buy an Apple" idea was a good one, this idea would include people in the white collar class.

I have made the suggestion to individuals during the past year, some of whom acted upon it, with fair success. One aggressive young man made a sizeable income. One of my friends took the idea to Nebraska and used it with variations. He did not sell the fuses. Two fuses were mounted on a card, with the dealer's name imprinted, and presented to the owners of their refrigerators, with the excuse of going into the cellar and tacking it near the fuse box, which presented an opportunity of a survey of the laundry equipment used and an opening in a direct approach to the subject of new equipment.

T. W. WARD,  
Mgr. Electrical Appliances,  
Montgomery Ward & Co.,  
Jamaica, L. I.

# Electrical Merchandising

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## Contents for February, 1933

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# THANK THE DEPRESSION

Premier's sensational new CUSHIONED POWER GRAND and three other new-feature models make it easy to turn them into customers



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Has more amazing selling points than we have ever been able to put on paper... including Cushioned Power, which is responsible for its unchallenged cleaning ability... speed... smoothness and quietness. With a dozen other splendid features... a much lower price than its nearest competitor... and the big trade-in allowance to help put it over.

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A million women who have put off getting cleaners *as long as they can*... now with their minds made up to buy... but determined to get the most for their money!

## on the other hand ..

A sensational new cleaner—the greatest America has ever seen, but *priced in accordance with the times*, and made easier to sell, with the GREATEST TRADE-IN ALLOWANCE IN PREMIER HISTORY... plus three other vastly improved, lower-priced models, suited to every size of house and pocketbook.

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And all of us profit: You, who sell... the customers, who buy... ourselves.

By far the best and most complete line in our history! Planned to help you turn 100% of your prospects into customers.

• • •

Get the details of our Complete Line Plan with the coupon at the right. Do it now! Remember: Spring Cleaning Time, if not Prosperity, is just around the corner!

FEBRUARY, 1933

# Electrical Merchandising

*Established 1916*  
McGRAW-HILL PUBLISHING COMPANY, INC.

L. E. MOFFATT,  
*Editor*

## This Month *as the Editors See It*

### WHAT THE PASSING OF N.E.L.A. MEANS

*Scrapping of old utility organization and formation of Edison Electric Institute, paves way for new measure of industry cooperation*

IT is no longer news that the National Electric Light Association, organized in Chicago nearly 50 years ago, is to be finally dissolved. A National Executive Committee meeting is scheduled for February 15 at N.E.L.A. headquarters to discuss ways and means of breaking up the present association form. Following the payment of debts and obligations already contracted, the realizable assets, said to be somewhere in the region of \$1,000,000 is to be apportioned to members and member companies on a basis of dues paid since 1926.

It all happened very quietly during the second week in January, at a downtown New York meeting where a small gathering of some of the country's most important utility executives, representing 85 per cent of N.E.L.A. utility membership, agreed to scrap the old association. The groundwork for the underlying principles of this agreement, had been laid at the last N.E.L.A. meeting in December at Chicago. But from the ashes of the old association, not yet cold, arose the new phoenix—the austere, autocratic and rigidly exclusive body to be known henceforth as the Edison Electric Institute.

Speculation, rumors and gossip have thickened the air since that time. Little has been either ascertained or divulged since the original announcement concerning the new organization. To many it came as no surprise. It was recalled that at Atlantic City, at the last national

convention of N.E.L.A. in June, Floyd L. Carlisle, chairman of the board of the Niagara Hudson Power Corporation, largest power group in the country, had urged his fellow members to make N.E.L.A. a trade association dedicated to the simple function of disseminating industry information. Even at that time it was clear that responsible members of N.E.L.A. looked upon its extra-organization functions, such as power company propaganda, as something that would be better eliminated.

#### The New Constitution

It is apparent from the new constitution of the Edison Electric Institute that those same principles have been adhered to. The constitution calls for (1) membership confined to operating and holding company members, individual members of those companies and honorary members. The old organization admitted manufacturers, wholesalers and contractors to membership. (2) That these members must issue annual financial statements, audited by independent accountants. (3) That all data and information be furnished to consumers and stockholders and that information designed for the public and federal authorities "be accurate and clearly indicate their source." (4) That all company members from time to time shall answer any questions relative to "organization, financing methods, operation and business practices as

may be requested . . . by the board of trustees." (5) That holding companies charge operating utilities only reasonable fees for "management, supervisory, purchasing, construction, engineering or financing services." These are the rigid limits which operating and holding company members agree to observe in the Edison Electric Institute.

Prime movers behind the organization of this new power company association, apart from Mr. Carlisle, credited with being its sponsor, were George B. Cortelyou, president of the Consolidated Gas Company of New York, president of N.E.L.A. and now president of E. E. I.; B. C. Cobb, chairman of the board of Commonwealth & Southern Corporation; Edwin N. Gruhl, president of the North American Company (since deceased); James Simpson, who recently succeeded Samuel Insull, Sr., as chairman of the board, Commonwealth Edison Company, Chicago; A. F. Hockenbeam, president, Pacific Gas & Electric Co., and W. C. Baylies, president of the Edison Electric Illuminating Co. of Boston. Fifteen other widely known utility executives were named to the board of trustees of E. E. I.

Numberless rumors circulated as to the "real" reasons for the wholesale juking of N.E.L.A. Examples:

(1) Alleged "subsidizing" of professors in schools and colleges for the dissemination of power company propaganda. (2) Injection of N.E.L.A. into politics through the widely publicized activities of Samuel Insull. (3) The collapse of the Insull two-billion dollar utility group. Observers, in this connection, remembered the withdrawal from N.E.L.A. a year ago of U. G. I. and Public Service of New Jersey, Morgan controlled companies, from N.E.L.A. membership; their return to the fold upon the elevation of George

B. Cortelyou to the N.E.L.A. presidency. (4) Federal investigation into holding company structure. Primarily, this is just gossip of the type to be expected in a far reaching reorganization of this nature.

#### Promotional Activities To Go On

We are concerned in the meantime with the probable effect of the Edison Electric Institute on industry relations and on future commercial development. Here, it must be understood, that no binding or definite commitments have been made. However, assurances from executives of the new organization make it apparent that promotional activities of the Commercial Sales Section will continue to function much as it has in the past; that with the exclusion of manufacturers, wholesalers and contractors from E.E.I. membership, there will necessarily be personnel changes in the various committees; that cooperative organizations, originating in N.E.L.A., such as the National Electric Refrigeration Bureau and the National Electric Cookery Council, together with programs for domestic lighting, complete home electrification and adequate wiring will be continued. This assurance, though, confines itself to probable policy, not with the type of organization set-up to accomplish these aims. Definite information on how promotional plans are to be continued will not be forthcoming until the meeting set for February 15.

All this is good. It would be a pity to do away with cooperative bureaus that at so considerable a cost of time, effort and money have brought to the electrical industry its first real measure of mutual understanding and profitable cooperation.

#### To Foster Trade Agreements

At the same time, it is not unreasonable to conjecture that the "house-cleaning" activities of the majority of N.E.L.A. membership may have been inspired by the repeated and embarrassing criticisms of utility commercial policy in its relations with other branches of the industry. These are matters which have been aired for some time and which in the past year have been undergoing gradual if not drastic revision. The spectacle of important utility companies retiring abruptly from participation in appliance merchandising is indicative of the gravity with which these companies have observed industry and public reaction to their activities. Where the power company has not abandoned its own merchandising structure, there has been a similar appreciation of the desirability of ironing out disagreements with the retail trades. As W. R. Putnam, vice-president of Electric Bond and Share, put it in a talk before the National Retail Dry Goods Association Convention "recent disagreements have taught us utility men a lesson; in the



PAUL B. ZIMMERMAN

To refrigerators, he now adds electric ranges, dishwashers, washers and ironers. (See Col. 3)

future we will not be so dogmatic in our handling of trade problems."

With the formation of the Edison Electric Institute, therefore, confined strictly to utility executives and functioning on a new basis of public and industry confidence, it would be natural to presume that those policies looking toward the most helpful measure of cooperation will be furthered; that those same top utility executives responsible for the commercial policies of their companies, will exert their influence to further the cause of constructive trade policies.

#### NOW G. E. HAS SPECIALTY APPLIANCE SALES DEPARTMENT

*Zimmerman To Supervise Ranges, Dishwashers, Washers and Ironers*

FOLLOWING a trend initiated recently of having their refrigerator distributors take on additional appliances, such as ranges, dishwashers, washers and ironers, General Electric have announced a new specialty appliance sales department to assume complete responsibility for the sale of these devices.

The new department, according to T. K. Quinn, vice president, will be under the direction of P. B. Zimmerman, who will continue to manage the company's electric refrigeration department.

A further break was seen with the familiar distribution methods of General Electric, in the announcement that the Edison General Electric Appliance Company, Chicago, would make and sell a new lower priced line of electric ranges under the name "Hotpoint"—dropping the "GE." Sales will be concentrated through central stations, using warehouse, accounting facilities of the General Electric Supply Corporation.

The first convention of the newly organized specialty sales department will be included with the winter sales convention of General Electric's refrigeration department to be held February 15 and 16, according to Mr. Zimmerman. Executives and distributing firms handling all four major devices are expected to attend the convention, where addresses will be made by T. K. Quinn, vice president, General Electric, P. B. Zimmerman, who will act as chairman, W. J. Daily, manager, advertising and sales promotion and M. F. Mahoney, manager of the merchandise division.

#### DAYTON'S UNEMPLOYED BEGIN "PRODUCING IN THE HOME"

*The Borsodi Plan Makes Domestic Machinery Available to Jobless Families; May Bring New Conception of Electrical Equipment*

UNEMPLOYMENT looms larger than any other question posed by the depression. It is the most acute, the most immediate and, potentially, the most dangerous of all the problems facing the country. Its victims (and the most recent authoritative census puts them at 15,252,000) can afford to wait for no technocratic millennium, no long-term adjustment of war debts, no Congressional yammering on Federal appropriations for public works. Its wants are simple, but they are immediate—food, clothing, shelter. One community,

Dayton, O., believes it has found the answer to the problem.

An estimated one-fifth of Dayton's entire working population are out of jobs. These workers and their families are being supported by local charities, the Dayton Community Chest fund, local relief appropriations and other forms of organized social agencies. Each family being helped costs Dayton nearly \$500 a year; a sum which, due to decreased earnings of Dayton's employed, increased taxation and lessened industrial activity, was becoming diffi-

cult to raise. And worse—the situation showed no signs of getting any better. Prosperity and more jobs are still around that elusive corner.

But Dayton now has a new cause—putting its unemployed on a self-sustaining basis—a cause which social, civic, religious and, most important, industrial leaders are rallying to in increasing numbers. By self-sustaining we mean just that—providing the family with machinery and the means to set up their own homestead, make their own clothes, grow their own foodstuffs and raise their own livestock. In other words, to make it possible for them to provide those necessities for themselves which form the biggest items of expense.

This is not a back-to-the-farm movement; the plan does not call for the families raising food to sell. It does call for them to raise food and make things for their own needs. Back of the plan is Ralph Borsodi, economist and writer, who has long advocated the necessity of producing in the home with the help of domestic power machinery already available. To readers of this magazine, the idea will not sound strange: we have already published a series of articles by Mrs. Ralph Borsodi on the economy, efficiency and productivity of domestic appliances, based on her twelve year personal study in the Borsodi homestead at Suffern, N. Y.

#### 28 Families Start

But in Dayton, this theory of home production has not only met with the approval and enthusiastic support of the social agencies, but is being put to the acid test of experiment. The First Homestead Unit of Dayton is already planned with 28 picked families taken from the city, given 170 acres of land adjacent to the city limits and started on the work of building their own home. Mr. Borsodi's estimate of the amount of money required to get each family on a virtually self-sustaining basis is \$500, advanced to the family in small installments as it is needed to purchase lumber, building materials, electric water pumping systems, etc. Only a small portion of this money need be advanced at a time, and is to be financed at small interest on the building and loan association plan. As the house is built, another small portion of the total appropriation of the family may be advanced—this time for a power loom for weaving (clothes, draperies, rugs, sheets, towelling) electric power saw for wood-cutting, electric sewing machine, pressure cookers for preserving fruits and vegetables, electric range, etc. In order to repay the loan, the families are required to pledge whatever cash earnings they may obtain from a limited amount of employment at their accustomed trades.

It will be noticed that the plan in all cases is predicated on the assumption that the family will make complete use of power in the home. There is in it nothing to suggest a mere back-to-the-

land movement, an escape from the realities of the machine age, or a return to the primitive handicraft of our forbears. And in this acceptance of power as a means of making production in the home a social fact, one grasps the significance of this experiment in our modern life. That it is socially valid and that it may have a far-reaching effect in helping meet the absurd paradoxes of our industrial civilization, seems unanswerable. Its basis is explained by Mr. Borsodi to the writer as follows:

"You will remember that when the Industrial Revolution came about, production—hand production, that is—was all in the home. Then steam and water power was made available to operate machinery and it became more economical to get people to leave their homes and do the work in a factory. Since those days the factory has entirely replaced the home as a source of production and it has increased in efficiency

in life—food, clothing and shelter primarily, the factory is no longer the most economical method of producing those things. *Because power has returned to the home in the form of electricity.* We have domestic power looms, electric sewing machines, electric water pumps for the family living beyond the water mains, electric cooking, electric refrigeration, electric washing and ironing, electric sweeping and floor cleaning, electric kitchen devices for mixing, canning and preserving, electric oil burners for house-heating and even electric radio for entertainment. For the small family unit living on two or three acres of land, electric machinery is available for every conceivable purpose. It is no longer necessary to saw wood by hand. You can even make your own lumber for building by using a power saw and there is no job around the house or the land that a fractional horsepower motor cannot be applied to. For some of these tasks it might not be necessary or economical to make use of available power, but most of the fundamental necessities, the family can make and provide for themselves."

There, you see, is the essence of the plan in a nutshell. And that is the plan that has already begun to operate in Dayton, O. Mr. Borsodi would like to make it plain that this is not an emergency measure; it is not designed merely to tide over those unemployed, whose families are in want, until "business picks up." Regardless of whether business picks up this year or next, the plan of putting these families on a self-sufficient basis is designed for permanence.

#### Fits In With "Share Work"

It is interesting, too, apart from the enormous potentialities it holds out for the domestic appliance business, to see how neatly it fits in with the "share-the-work" movement already under way in a number of sections of the country. It will be necessary, as soon as the family has got a start providing necessities for themselves, to earn some money—for taxes on land, for electric power bills, for telephone service and for all those things like automobiles, for instance, that will still continue to be most economically produced by mass production methods. The Borsodi plan provides for the family living near enough to the city to be able to commute to work when and if there is work available. But if Dayton's industries can utilize workers on a two-day or three-day basis, the money earned, while not sufficient to maintain the family on the old basis will be more than sufficient to provide for extras on the new basis. If there is no work available, the family can still provide for their wants by simple exchange or barter of goods or services between themselves, or can pick up extra money by selling surpluses (cloth, butter, eggs, chickens, etc.) in the open market.

It is not claimed that the plan is fool-proof—especially in its early stages, but



ECONOMIST  
RALPH BORSODI

*Dayton has adopted his plan to put electrical equipment in the home, get jobless to produce for themselves*

to the point where we have our present mass production methods. The people, of course, are dependent almost entirely on the continuing productivity of the factory for their living. When, as we are experiencing today, the productivity of that factory is curtailed or stopped entirely, the people's living is likewise curtailed or stopped.

"What we do not realize today, is that for a great many of our necessities

Dayton looks to it to solve, in good measure at least, the embarrassing problem of providing for those of their people who are unemployed for no fault of their own. While the first Homestead Unit of 28 families is getting under way, 10 production units have been organized within the city limits to teach and prepare unemployed families to make things for themselves. These units are sponsored by the Unit Committee of the Council of Social Agencies. The committee is chairmanned by the Rev. C. L. Seasholes. Chairman of the Banking

Committee to finance the units is Gen. George H. Wood, former adjutant-general of Ohio. Vice-chairman of the Production Unit Committee is energetic Walter Locke, editor of the *Dayton News*. Original proponent of the plan is Dr. Elizabeth H. Nutting, secretary of the Character-Building Division of the Council of Social Agencies, who suggested it to the council after reading Mr. Borsodi's economic treatise, "This Ugly Civilization." Mr. Borsodi is now economic advisor to the Council.

The result of their lack of foresight, he said, had resulted in a condition today in which stores carry a conglomeration of makes, preventing them from creating a following on any particular style or brand allowing proper turn over, or making it possible to price line merchandise.

"The electrical refrigerator will ultimately be sold along the lines of the washing machines," Mr. Price said, in concluding his talk.

#### ***The Power Company Side***

Following a familiar resume of the early history of appliance merchandising—with special reference to part played by the utilities—W. R. Putnam, vice-president, Electric Bond & Share Company, confined his remarks to the specific subject of utility-department store relationships. He pointed out that the utilities sold less than one-fifth of the \$400,000,000 appliance volume done in 1932; that in 1932 the dollar volume of appliance purchases of domestic customers exceeded their annual payments for electricity and yet, despite these figures, the customers had not begun to utilize existing current-consuming devices.

In summing up where the utility and the department store could be of mutual assistance to each other, Mr. Putnam laid down the following points:

The utilities' job: (1) to assist buyers in selecting standard appliances (2) to continue collecting market data facts for the benefit of appliance merchants (3) to make their home economists available to stores for the benefit of both the store and the customer (4) to exchange credit information (5) to do promotional advertising on appliances (6) to service appliances where no provision has been made by manufacturer or dealer for such service.

The department store's job: (1) to increase sales (2) to see that the utility is not hampered by political or other attacks because appliance sales depend the utility furnishing good service at reasonable price (3) to understand appliance operating costs so that customer's may not be misled. (4) to make available to customers the newest appliances (5) to discuss, frankly, with utility men any misunderstanding that may develop between the two organizations.

#### ***Department Store Sales Analyzed***

"The utility . . . will probably . . . be required," Mr. Putnam concluded, "for some time at least, to continue merchandising; but with a proper handling of their operations, it would appear that the utility, promoting new appliances, advertising all their services to the home, and this generally developing a greater demand for appliances on the part of the public, will be of help in increasing appliance sales in your stores.

"Recent disagreements have taught us

## **DEPARTMENT STORE MEN LOOK TO BIGGER APPLIANCE SALES**

**N.R.D.G.A. Convention in New York Brings Out View-points on Utility Cooperation, Market Possibilities.**

GUESTS at the Hotel Pennsylvania, New York City, were surprised recently to notice in the center of the lobby a display of an all-electric kitchen featuring a range, dishwasher, refrigerator, clock, mixer, other devices. Put there by the shrewd Rex Cole, New York distributor for General Electric appliances, it was the first thing to greet department store men attending the National Retail Drygoods Association Convention being held during the third week in January. Upstairs in the ballroom, sessions, covering every conceivable phase of drygoods merchandising were in progress. One of the sessions, attended by prominent utility and department store executives, was devoted to the merchandising of electrical appliances in which department store men are taking increasing interest.

Following the report of the Electrical Merchandising Joint Committee, submitted by D. F. Kelly, president, the Fair Store, Chicago, and chairman of that Committee, there were papers by Herman Price, merchandising manager, Sears Roebuck & Co., Chicago, W. R. Putnam, vice president, Electric Bond & Share Co., Dr. Kenneth Dameron, executive secretary of the Electrical Merchandising Joint Committee, Miss Katherine Fisher, director, Good-Housekeeping Institute, and C. M. Ripley of General Electric.

#### ***Herman Price On Washers***

Of special interest to department store men was the Herman Price's analysis of washing machine, refrigerator and vacuum cleaner business from the standpoint of the department store's opportunity. Noting first that department stores had "failed generally in the past ten years to gain much ground and distribution" on these three appliances, Mr. Price startled some of his listeners by his statement that "the distribution

of washing machines has the greatest and most important possibilities," that the refrigerator was an item of "perhaps the greatest future potentiality" and that the vacuum cleaner with its high saturation should be treated from a cooperative angle in its merchandising approach. Mr. Price further startled his listeners by predicting a greater activity on these three devices during the next ten years than had evolved during the preceding ten years.

Concerning washers specifically, Mr. Price pointed out that in his belief the importance of design had been entirely overlooked; that new utility uses had not been devised, and that above all "the technique of merchandising . . . these products had not been modified sufficiently to meet modern conditions. Who shall say," he demanded, "that the washer in its present form has not reached the stage of obsolescence or that the vacuum cleaner of tomorrow will not be of a design as yet undreamed of by the present manufacturers? Who will deny," he continued, "that the present method of distributing these products, a system bred of high-pressure selling, is not now practically obsolete."

Manufacturers of washing machines came in for criticism on two points: (1) failure to advance the product from the point of view of design and utility; (2) failure to evolve a new merchandising program built around his product to fit the needs of the department store. Department store management he criticised for its failure to help the manufacturer in the solution of this problem. The department stores, he pointed out, are generally dependent upon individuals who merely buy; that if they functioned on a definite and complete merchandising plan that department stores in communities of 15,000 population or more, could sell 50 per cent of the yearly consumption of washing machines.

utility men a lesson; in the future we will not be so dogmatic in handling trade problems. The constantly decreasing utilities' share of total appliance sales has shown us that we are not required to do a large portion of the appliance selling. We recognize the great assistance your stores are rendering through your appliance sales. We are no longer concerned as to who makes appliance sales as long as our customers purchase quality appliances in a constantly increasing volume."

Market opportunities in appliance merchandising for department stores was the subject ably presented by Dr. Kenneth Dameron, executive secretary of the Electrical Merchandising Joint Committee. A large portion of his paper was taken up with the recitation of facts concerning saturation of potential markets, already familiar to readers of this publication. But in a specific analysis of what department stores were selling at the present time, Dr. Dameron presented some interesting and hitherto unpublished figures. From all the department stores reporting he found the breakdown of appliance sales by sales volume was as follows:

	per cent
cleaners .....	30.8
washers .....	25.7
refrigerators .....	23.9
waffle irons .....	14.6
sewing machines .....	14.0
irons .....	5.3
clocks .....	4.4
toasters .....	3.4
fans .....	3.4
ironers .....	3.3
hot plates .....	3.2
percolators .....	2.2
kitchen mixers .....	1.1
hair dryers .....	.4
Absent from the figures are electric	

ranges, dishwashers, cookers, curling irons, floor polishers, bowl heaters, heat lamps, and vibrators.

### 300 DEALERS TIE-IN ROCKY MOUNTAIN XMAS DRIVE

THE cooperative Christmas campaign, conducted by the Rocky Mountain Division, N.E.L.A., brought more dealers and more utilities within its scope than had participated during the two previous years since its inception. Fifteen electric utilities and more than 300 electrical dealers in Colorado, New Mexico and Wyoming took part in the program, using thousands of Christmas gift suggestion pamphlets, streamers, wreaths and other advertising material furnished at Rocky Mountain Division headquarters.

Outside of Denver, where 113 merchants cooperated, about 250 stores in fifty-six towns participated, throughout the three states. These concerns displayed publicity matter which was distributed by local utilities after being requisitioned from the Denver N.E.L.A. office.

#### Women's Committee Help Sales

At the same time an electrical merchandising campaign which carried 2,031 domestic appliances into Denver homes ended Dec. 24, 1932 after a month of exciting contest by members of the N.E.L.A. Women's Committee at Public Service Company of Colorado.

The activity, under direction of Miss Evelyn Dane, chairman, adopted the N.E.L.A., Rocky Mountain Division, slogan: "Give Something Electrical For Christmas." Eight Women's Committee

groups, comprising 112 members, participated. A scoring schedule was set up whereby sales were rated according to revenue and sales value—a cigarette lighter rating 5 points; electric range 500 points, etc. Miss Evelyn Garvin, securities department employe, won first prize, a complete Magic Maid Food Mixer, with a total of 31,014 points, equivalent of thirty ironing machine sales.

Regarded as the most successful sales activity at Public Service Company in recent years, the campaign brought business to 122 stores in Denver. More than seventy per cent of the purchases went to individual dealers, department, hardware, radio and other concerns. Contestants merely suggested to friends and acquaintances: "Give Something Electrical For Christmas," directing prospective customers to "any store handling electrical equipment." When sale was made, regardless of where, the Women's Committee member inspiring the purchase was credited with a proportionate number of points. Every member made at least one sale, indicating the unanimous interest taken.

### MORE ABOUT BILL GRUNOW

BILL GRUNOW and the Grunow refrigerator, headlined last month, continue to be active subjects of conversation wherever refrigerator men gather. The comment on these pages in the January issue also aroused some talk as a contribution to the subject. The writer saw the new refrigerator a few days ago and had an interview with Grunow, with H. C. Bonfig, sales manager, and with Duane Wanamaker, advertising manager.

The refrigerator in the laboratory looks very good. Certainly there is every evidence of quality in the material and parts and the design has radical features that will provide an abundance of talking points for salesmen and for advertising copy. There seems little need for the scare copy advertising and attack on sulphur dioxide which had been reported.

The refrigerant employed, carrene, makes some very trick demonstrations. They light newspaper scraps in a deep pan and extinguish the fire with carrene. They fill a cup with this refrigerant, hang a cotton lamp wick over the side of the cup and in a few minutes the wick is covered by a thick frost. Carrene is practically odorless and stands in uncovered bottles in the laboratory. These things may not be absolutely relevant to the operation of a refrigerator but any salesmanager knows that they can be dramatized into sales material.

Carrene is the refrigerant used by Carrier for a number of years. The



FIRST PRIZE WINNER

Miss Evelyn Garvin, P. S. of Colorado, scored most points in Xmas drive, was awarded a kitchen mixer (See Col. 2)

## 1932 NOT BAD FOR WESTERN UTILITIES

*Montana, Washington, Oregon, Idaho and  
California Busy Now Gauging '33 Possibilities*

story is that a bottle of the refrigerant was handed to Bill Grunow with the suggestion that if it could be employed in a domestic machine there would be a large market opened. Grunow set up a small laboratory where he installed a Ph.D. and a factory production man. The result of their year's work is the Grunow refrigerator. The characteristics of carrene, operated at a low-pressure system, have determined the design. I am not going to describe the unit but I was impressed by two things about it: First, the motor which Grunow is building is exceptionally quiet, and second, that taking the unit down and setting it up again seemed more like a plumbing job than the assembling of an intricate mechanism. Low pressure, it is claimed, makes for great ease and simplicity of servicing.

From a talk with Grunow, Bonfig and Wanamaker it appears that the advertising will be no such attack on sulphur dioxide refrigerators as had been rumored. Said Grunow: "We are going to talk about our refrigerators and not about the competition. We have something in carrene and we are going to advertise it just as G. E., Frigidaire and the other manufacturers advertise anything they have that is an exclusive feature. That's all."

Distribution according to Bonfig is practically set up. The policy is strictly distributor dealers. Grunow believes in the dealer as an outlet and the distributor as the agency to serve him, and has provided a system of discounts and price control to pay the dealer and the distributor for the hard work that is expected from them.

We pictured, last month, Bill Grunow crawling in under the flap of the big tent. After personally looking over the product and the marketing plans it appears to the writer that Grunow is setting up his own tent and may put on quite a show inside.

### REFRIGERATION BUREAU TO CARRY ON

THE dissolution of N.E.L.A. and its substitution by Edison Electric Institute have given rise to many rumors concerning the probable continuance of cooperative sales bureaus such as the Electric Refrigeration Bureau and the National Electric Cookery Council. From the Refrigeration Bureau, however, comes the statement by Mr. J. E. Davidson, chairman of the executive committee, to the effect that the Bureau will continue its activities for a third year. The Bureau, Mr. Davidson said, were pleased with the progress made in electric refrigerator sales in 1931 and 1932 and with the increasing spread of cooperation between local merchants and power companies, through the work of the local refrigeration councils.

**F**AR western power company commercial men have just taken inventory, found 1932, though tough, not bad considering. All wish it had been better, but are hard at it already trying to make up load losses and register gains on some loads.

#### Montana Power

Montana Power's John C. Ryan reports that his company held its own, sold 79,270 lamps in its annual September lamp sale, 803 mixers last February, 427 ranges, 540 refrigerators and 12 commercial jobs last year, and although it went into the natural gas business last year and now concentrates on gas water heaters, sold 11 of the electrics just the same. Its kilowatt-hour consumption per domestic consumer climbed from 729 to 739 in spite of it all. Regrets to state, however, that despite efforts at cooperation, hardware dealers are before legislature with an anti-merchandising bill.

One of the company's selling ideas worth copying has been to place electric ranges and refrigerators on display right in the kitchens of all new homes built in Butte. Eight times out of ten they stayed there, bought with the house by the new owner.

#### Washington Water Power

Across the Rockies, or at least part of them, the Washington Water Power Company, headquartering at the inland city, Spokane, plugged away as usual, made some domestic gains even if it lost out on agricultural and lumbering load. Lewis A. Lewis, assistant general manager, called his middle name "Art" because like a town in his state, Walla Walla, his first and last name repeat themselves, reports unusual commercial activities on his company's part. The company's merchandising plans are all tied up with its dealer cooperation policy, which the dealers like. It is a sound policy, in which the company continues as a leader in merchandising of load building devices, but only along lines that allow any active dealer to sell along with the utility at a profit to himself and with decided help from the utility.

This help includes cooperative dealer advertising, radio broadcasting, and dealer helps. The broadcasting is conducted daily on station KHO, from 1 to 1:15 p.m. on an "Electric Home Quarter Hour." Every one of its own advertisements, featuring a general story on the appliance and its desir-

ability, beside the picture of the make handled by the company, lists all the other makes of the same appliance sold by dealers in Spokane.

Air conditioning will get much attention, exhibits will be given, lectures prepared, assistance given architects and dealers. A lighting department service, preparing layouts, helping sell lighting and floodlighting, will continue. Ranges added in 1932 totaled 458, water heaters 368, refrigerators 1,375, and including the flat rate water heating, domestic kilowatt-hour consumption held at 1,806, one of the highest in the country.

#### City of Seattle

City of Seattle's superintendent, J. D. Ross, reports average kilowatt-hour consumption for domestic customers holding firm at 1,104; that it sold 972 ranges, dealers 100 more; 420 water heaters and dealers 700 refrigerators. Tacoma's only figures were those of average domestic kilowatt-hours, one of the nation's highest, standing still at 1,551 during 1932.

#### Portland General Electric

Despite a half dozen changes in name, Portland General Electric Co., of Portland, Ore., is still "Pepco" to folks, and tall A. C. McMicken, general sales manager, still reports range additions to his company's lines in four figures. Last year 1,025 ranges, half of which were sold by dealers, were added, which despite a slight loss in domestic customers, brought the number using electric ranges up to 3.8 per cent. Water heaters suffered from a change from flat rate to booster type, but even so 300 were installed. This year they hope to add 600.

Portland's most hopeful cooperative job in years has been the recent organization of the Electric Refrigeration and Cookery Council of Oregon, of which Thomas Lenard, of Powers Furniture Co., is president, and Berkeley Snow, formerly Northwest Editor, *Electrical West*, is secretary. Among plans under consideration by this council is a combination range and refrigeration show in Portland, as well as in some of the other larger towns in Oregon, about April first. The council also plans to sponsor a series of 25 cooking schools in as many cities and towns, participated in by all distributors and dealers of ranges and refrigerators.

Pepco will continue the policy adopted last year in cooperation with dealers,

that of selling appliances listing at \$15 or less, for cash or on a 30 day open account, rather than on time payments.

#### Pacific Power & Light

Pacific Power & Light Co., operates in the rural communities outside of Portland, Ore., and in Idaho. Reports Guy E. Davis, assistant merchandise manager, and in charge since the recent departure of Verne H. Moon to become merchandising manager of the Middle West Public Utilities Co., in Chicago, that the company, although it lost some customers and load from all classes of business, added 369 ranges, of which dealers sold 135; 458 water heaters, 135 sold by dealers; 723 refrigerators, of which dealers sold 577, and thus raised its average domestic consumption to 1,341 kw.-hr.

#### San Diego Consolidated

EVEN an increase in all classes of customers is reported by A. E. Holloway, sales vice president of the San Diego Consolidated Gas & Electric Co., with additions to connected load to boot. The merchandising department sold 9,100 appliances last year, less than in 1931, it is true, but not bad. Electric irons, good old perennials, lead all the rest, with 996 sold.

The dealers and company sold in San Diego territory 2,150 refrigerators, of which the company sold 100. A very active refrigeration bureau, composed of all leading dealers and distributors, holds meetings semi-monthly, has a paid secretary and plans a number of co-operative campaigns on refrigerators. Next summer a couple of range campaigns are also in contemplation.

#### Southern Sierras Power

Domestic load, on the Southern Sierras Power Company lines, scattered over the deserts of Mojave, Imperial valley, and Coachella valley—where former Mayor Walker basked in the sun amid the (Movie) stars, at Palm Springs—has shown “a gratifying increase,” according to George T. Bigelow, manager of the Commercial department.

“As in the past,” said he, “We have stuck to our policy of continued hard drives on the three major items, ranges, water heaters and refrigerators, without any spectacular activities of any kind.

#### Southern California Edison

“Our campaign program for the year is being established on a very flexible basis,” says W. L. Frost, commercial vice president of Southern California Edison Co. Ltd., and head man of the Pacific Coast division of the National Cookery Council. “We are going to attempt to take advantage of even slight upturns in general conditions to further the urge to use electrical appliances in the homes and elsewhere.” He goes on to say that approximately

1000 ranges were added to the lines last year, and 1200 will be in 1933, of which dealers will account for about 25 per cent.

Rates are being worked out for off peak water-heating and sales plans for these appliances are contingent upon these rate developments, he adds. Exact figures as to refrigerator sales in southern California are difficult, if not impossible, to make, he continues, but about 4,000 were added during the past year, of which Edison sold 417.

#### Utah Power & Light

“One problem that has confronted our sales department,” says P. M. Parry, commercial vice president of Utah Power & Light Co., Salt Lake City, “has been repossessions, but practically all such merchandise has been resold and placed in other homes and hence kept in active service through the activities of the sales department.” Mr. Parry goes on to say that considering everything and this two time selling of many appliances, the year’s total has been reasonably satisfactory. December of 1932 was much better than 1931, and things are looking up.

A net of 605 ranges were added, out of which 448 were repossessed, making a total sales of 1,053 ranges, a boom year job. Dealers sold about 175 more. In 1933 the quota has been set at 750 ranges. Water heaters did not sell very well, but refrigerators, with resales of reverts, resulted in a net increase of 690 domestic units. There were 254 repossessed units resold, bringing the total selling job up to 944 units. A quota of 700 domestic units has been set for 1933.

During 1933 the big push will be made on the three major appliances, ranges, refrigerators and water heaters, stressing the “All Electric” idea in all advertising and campaigns.

#### DEFERRED PAPER OFF \$1,600,000 SINCE 1929—REX COLE

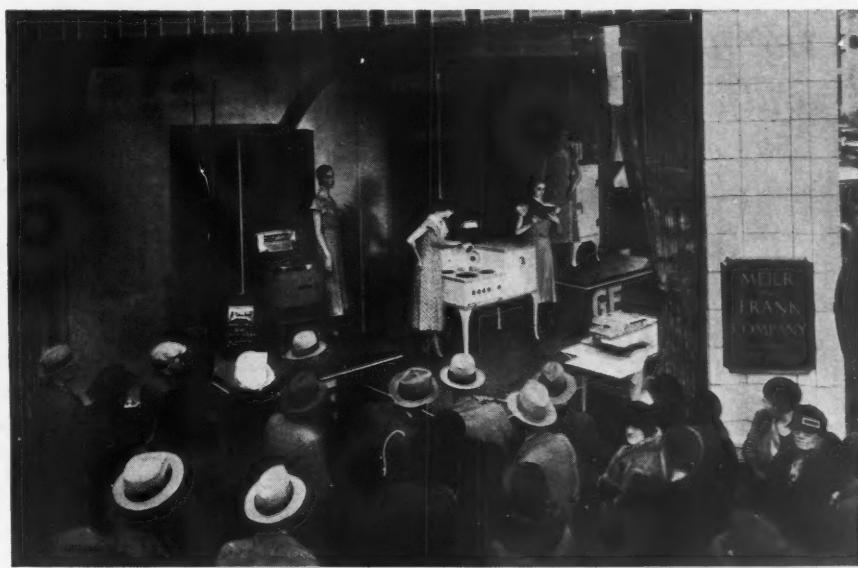
A DECLINE of approximately \$1,600,000,000 in deferred paper outstanding in the United States since 1929 through 1932, was estimated recently by Rex Cole, New York’s General Electric distributor, following a survey of installment buying extending over a period of four years.

That this decrease in time buying, which dropped from a high of \$2,900,000,000 in 1929 to about \$1,300,000,000 which he said would be shown at the close of this year’s business, is held by Cole to be a good sign for 1933 improvement.

#### HOME SERVICE FOR MEIER & FRANK DEPARTMENT STORE

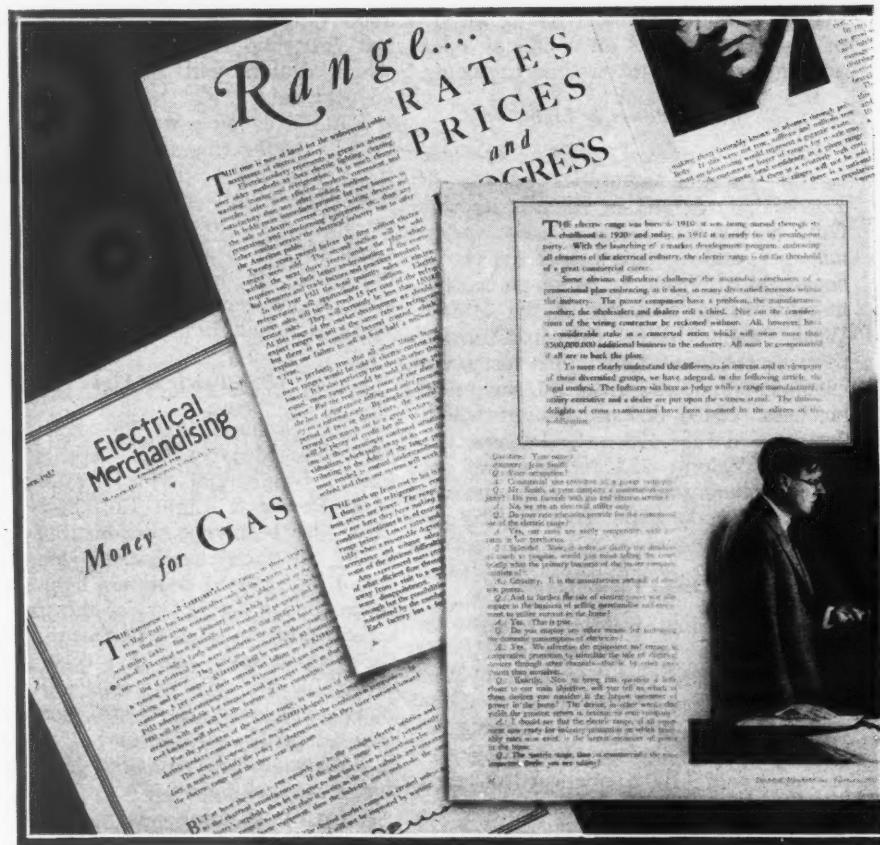
“I AM enthusiastic about the possibilities in our new model electric kitchen and home service department. It is quite in line with the Meier & Frank policy of instituting educational features as a part of its service to the public,” spoke Aaron M. Frank, vice president and general manager of Meier & Frank Company, Portland, Ore., in commenting on this new departure in the store’s electrical department.

Decision to install this model kitchen with a complete home service department, where customers and prospects can see modern electrical kitchen equipment working under the direction of a competent home economist, followed rapidly on the appointment of the store as Portland dealer for the entire General Electric line by the General Electric Supply Corporation, distributor in the Northwest.



MEIER & FRANK WINDOW  
10,000 people visited this department store home service department

# The PROOF *of the*



# Range Price

**¶** *The majority of ranges sold by all dealers in Western Massachusetts last year, were sold at over \$150; 88 per cent were sold at over \$100; average price: \$162.70.*

**¶** *Electrical dealers sold 48 per cent; department stores, 30.5 per cent; other outlets, 22 per cent.*

**¶** *Who bought them? Only 25.2 per cent were bought by well-to-do and professional people; 74.8 per cent were bought by wage-earners, salaried and supervisory classes.*

**¶** *The proof that dealers can sell and the public will buy ranges at good prices.*

**W**E HAVE written a good deal about range prices in the past year.

We have also written a flock of stories about those Massachusetts towns of Springfield, Pittsfield and Greenfield during the past three years.

It seems logical now that another chapter, and a further argument for better range prices, is provided in the experiences of those same towns, under the banner of that same Western Massachusetts Companies group, from whose enlightened policies and courageous initiative we have drawn so much that is valuable and heartening in this electrical merchandising business.

In discussing range prices in recent articles we have made the following points:

(1) That ranges will not be sold in any considerable volume until the necessary money for promotion and consumer education is provided.

(2) That this promotional money will not be forthcoming where the utilities are doing 90 per cent of the range business, demanding ranges, stripped of all consumer appeal, to sell at the lowest possible price.

(3) That increased range volume depends on the active participation of contractor-dealer, department store, specialty distributor and other outlets in range selling.

(4) That without adequate margins to cover selling and advertising costs; forced, in other words, with the necessity of meeting the utility's dictated price levels on ranges, these other important distributing elements have



By

Laurence Wray

# Question

found it impossible to engage profitably in the sale of electric ranges.

(5) That there is no need to sell electric ranges on a competitive price basis.

The five points outlined above are a simple boiling down of the principles we have laid down in a long series of articles and editorials on the electric range business. All we now add to the discussion is to repeat, in Al Smith's best "raddio" style—"Let's look at the record." The record in this case being the 1932 range sales of a territory where the utility absorbs the cost of installation and exerts a strong influence toward better ranges and better prices.

The Western Massachusetts Companies serve some 73,000 residential customers. They do no merchandising. They exercise close supervision and extend selling help to the dealers in the locality in an unofficial capacity as sales managers to dealers. They were one of the first companies in the country to adopt a policy of absorbing installation charges from the entrance meter to the switch—a policy widely publicized since that time as "free wiring" and at present being followed by nearly a hundred other power companies throughout the country. They were the first non-merchandising utility to organize the local dealers in a range campaign, which they directed and which resulted in the sale of 327 ranges in a nine-week period—an increase of 165 per cent over the year previous. Range sales in their territory this year (1932) are off about 40 per cent compared to a

## RANGE SALES BY PRICES

Springfield territory

Jan. 1—Dec. 17, 1932

No.	Ranges	List Price	Total Volume
9		85.00	765.00
9		89.50	805.50
6		99.50	597.00
2	100.00		200.00
4	107.00		428.00
4	109.00		436.00
2	118.00		236.00
4	122.50		490.00
3	127.00		381.00
7	129.00		903.00
28	130.00		3,640.00
2	135.00		270.00
2	137.50		275.00
11	138.00		1,518.00
5	139.00		695.00
7	140.00		980.00
2	145.00		290.00
13	149.00		1,943.50
2	150.00		300.00
5	160.00		800.00
18	165.00		2,970.00
9	167.00		1,503.00
4	169.50		678.00
14	170.00		2,380.00
12	175.00		2,100.00
7	176.00		1,232.00
2	180.00		360.00
2	182.00		364.00
2	190.00		380.00
5	195.00		975.00
19	200.00		3,800.00
2	210.00		420.00
2	215.00		430.00
1	222.00		222.00
10	228.00		2,280.00
2	230.00		360.00
2	240.00		480.00
1	242.00		242.00
1	260.00		260.00
4	265.00		1,060.00
2	280.00		560.00
13	292.00		3,796.00
1	340.00		340.00
262			43,245.00

Average Selling Price per Range: \$165.05  
Number of Domestic Customers: 44,416

national decline of 52 per cent in range sales. All that is for background. But what we are especially concerned about at present are range prices. Beginning in 1931 and gathering momentum in 1932, there has been an emphasis on price. Ranges have not been the only electrical equipment to suffer. But the range does not enjoy a high saturation; it is not so plagued, as radio and refrigeration with a vicious competitive situation; and with the formation of a national promotional organization, it stands on the threshold of some profitable years of steadily increasing acceptance and constantly accelerating sales.

And as we pointed out above, even the immediate program—to sell 1,000,000 ranges in a three-year period, is foredoomed to failure unless the price levels at which ranges are sold, yield adequate margins to compensate independent sales outlets in the electrical industry and additional money for promotion. The refrigerator did not start its meteoric sales record three or four years ago on consumer prices of \$99.50. The level was nearer \$275. And it is hardly necessary to point out that the manufacturers who, in that period found some \$40,000,000 for national promotion of the refrigerator, could not have done so on \$100 levels.

The dealers in the territory served by the Western Massachusetts Companies sold 632 electric ranges in the first eleven months of 1932. The average sale price for the four territories was \$162.70. This average varied in different localities: In Greenfield, 104 ranges were sold at an average price of \$185.59; in Springfield, 262 ranges were sold at an average of \$165.05; in the Western Counties (rural towns) 114 ranges were sold at an average of \$160.41; and in Pittsfield, 152 ranges were sold at an average price of \$144.71.

Those are the bare figures and they do not tell the whole story. In Pittsfield, for instance, 50 of the ranges were discontinued models which were sold for under \$100. In all the other territories combined only 28 ranges were sold under the \$100 level. Including all discontinued models (which made up most of the low-priced sales) only 12 per cent of total sales were made under the \$100 limit.

The \$100-\$150 price levels showed 36 per cent of the total sales; the \$150-\$200 levels showed 34 per cent of total sales; the \$200-\$250 levels, 9 per cent and the sales

from \$250 up showed 9 per cent of the total. All sales, it is well to bear in mind, were dealer sales. In other words about 70 per cent of the sales fell in the \$100 to \$200 brackets; about 18 per cent of total sales were above \$200 and only 12 per cent were below \$100.

Now this is a remarkably good record in a year which hit an all-time low for business stagnation, for the curtailment of major purchases by home-owners and for general uncertainty as to the future. First and foremost, the fact sticks out that people bought—and not at starvation prices—a piece of major equipment for their home; that with gas ranges selling in the territory for next to nothing, they dug down in the family sock for a modern, automatic, high-speed electric range. Those things we know because the ranges are on the lines of the power company and the profits on the sale of those ranges is in the hands of the dealers.

But the reason those people bought a piece of cooking equipment and paid a good price for it, is because they were sold on what the range would do for them. They could walk into the electric range department of Meakins, Packard & Wheat in Springfield, for instance, and be confronted by a four-unit range selling for \$85. But once in the electric range department they would be confronted by Mr. Ernest Musgrove, who used to operate his own specialty range store and who could sell an electric range to the president of a gas company. "It's all right to have a leader" says Mr. Musgrove, "but our job is to show the customer what the added features of the higher-priced ranges will do for her." And he proves it by selling more ranges over \$200 than any other price level.

Then there is the power company policy of paying for the range installation. It not only simplifies the dealer's job in getting a decent price for the range he sells, but it gives the power company an absolute control of the quality and type of range sold in their territory. Ranges that are non-automatic, that have only three burners or that are in any way defective as to insulation, construction or performance are not sold in the territory. They are not sold because the power company refuses to pay for the necessary wiring to install them in the premises. In other words, a dealer can't get a wiring allowance on ranges in the territory of the

(Please turn to page 45)

## DEALER RANGE SALES BY OCCUPATIONS

Western Massachusetts Companies

First Nine Months, 1932

Class of Occupation	Springfield Territory		Pittsfield Territory		Greenfield Territory		Western Count. Territory		All Companies	
	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent
Well-to-Do.....	20	9.3	18	16.2	23	23.3	15	18.3	76	15.0
Professional.....	16	7.5	8	7.1	14	14.1	14	17.1	52	10.2
Supervisory.....	75	35.1	27	24.1	32	32.4	14	17.1	148	29.2
Salaried (Clerks, etc.).....	50	23.4	27	24.1	15	15.1	29	35.4	121	23.8
Wage Earners.....	53	24.7	32	28.5	15	15.1	10	12.1	110	21.8
Total.....	214	100.0	112	100.0	99	100.0	82	100.0	507	100.0
Summary										
Well-to-Do.....	111	51.9	53	47.4	69	69.8	43	52.5	276	54.4
Professional.....			59	52.6	30	30.2	39	47.5	231	45.6
Supervisory.....			103	48.1						

# heating appliances

## GRAND DADDY OF HEATING APPLIANCES

*William Hoskins Got His Idea in 1907*

IT WAS a toaster. This first model is soon to be seen in the Rosenwald Industrial Museum in Chicago. How it came about, resulted from the search for synthetic rubies by William Hoskins of Chicago.

A sequence of events paved the way. Years ago young Hoskins conceived the idea of a blow-torch assay furnace, after seeing an uncle burn off paint with an oil flame. He tried his furnace on his ruby making formula (raw alumina) but discovered it was not hot enough. So he turned to thermit, a quick-burning metal compound which had appeared in Germany. Mr. Hoskins prepared and set off 200 pounds of it in a Chicago blacksmith shop, still on the trail of his synthetic rubies. The net result was to bring the fire department on the run, and force a negro family upstairs to fly from all exits. Notoriety acquired from this put him in touch with a man named Marsh, then perfecting a thermopile, an electric device by which current is generated when heat is applied at a junction of different kinds of metal forged together. Mr. Hoskins discovered how to melt it, also how to get a pure carbon-free alloy which was ductile. Incidentally he found that the alloy which would turn heat into electricity would also turn electricity into heat.

### First Toaster

First practical application of the alloy (Nichrome) was in building an electric furnace for laboratories. One noon hour in 1907, while watching the heating element glow in a fire-clay unit, Mr. Hoskins conceived the idea of toasting a slice of bread on it. Thus an electrical appliance was born whose basic principle made feasible heating pads, flatirons, stoves and all heat producing appliances. Of course, many of these had existed since the eighties by use of iron wire and German silver, but neither was practicable. For years, until the patents expired, royalties were paid to the Hoskins Manufacturing Company.

### Guessed Right

"Every time I pass the Commonwealth Edison windows, and see a display of a great pile of electrical appliances," declares M. Hoskins, who at 70 lives in LaGrange, Illinois, "I tip my hat to them and say to myself, 'Well, old fellow, you guessed right that time.'"



WILLIAM HOSKINS  
*He made his first toaster in 1907*

## CHAIN STORE TAX FOR GEORGIA?

IF A measure taxing chain stores in Georgia — House Bill No. 65 — is passed, public utility companies operating stores in the state will be taxed from \$5.00 to \$150.00 a store per year, depending upon the number of stores operated. The measure reads:

"Every person, firm, corporation or association in the business of operating or maintaining in incorporated towns or cities of the state under the same general management, supervision or ownership one or more stores, or mercantile establishments . . . shall pay to the State of Georgia an annual license tax, in addition to all other licenses, fees or charges, for each store.

"Where there are more than 30 stores or mercantile establishments under the same general management, supervision or ownership, they shall pay a license tax of \$150.00 each."

The tax will apply to all classes of

chain stores in the state, and will, it is anticipated, bring in considerable additional revenue.

## MERCHANT'S PROFIT-PRICING MANUAL

DOES the average retail store merchant know whether the price at which he sells a specific article is yielding him a definite net profit—and if so how much? The answer to the problem has been worked out in an ingenious booklet, comprising more than 200,000 computations, which tells the retailer exactly what his selling price should be, to yield profits anywhere from 1 per cent to 99 per cent, after the overhead or selling cost has been added to wholesale price. It includes copies of business budgets to aid the merchant in arriving at his exact overhead.

The booklet is written by Walter A. Hoffman and is put out by the Business Handbooks Service, 551 Fifth Avenue, N. Y. C.

# The OIL Can Be



FIRST...park your coat and literature upstairs. It will give you a chance to return and show literature.

SECOND...Get to the basement quickly. Owners talk freely about their heating plants and there you can learn the situation.



*Illustrating the methods used by B. H. Garland, who has led his firm's Chicago sales for four years*

By Tom F. Blackburn

B. H. GARLAND raps on a prospect's door and asks if he can tell his oil burner story. Just like that. No beating about the bush.

"Sure, oil heat," the prospect says, "It's expensive."

"When a man pops out that reply," Mr. Garland declares, "You might as well dig in and tell him the whole story. He knows what an oil burner is, but not how it can affect his life. He is one of two kinds of prospects we meet in Chicago these days: Those who have a preconceived notion about burners, and those who are inquiring about different makes. The key to the types is the fact that despite the depression, they still are buying comfort, not economy. Convenience is what gets oil burners into homes these days. Labor saving is what sells them to flat owners. I start off my talk about this way:

"I'm from Petro-Nokol Company, the oil burner people. I've come out to give you folks some information on an oil burner. Some day you are going to want one,

and might as well learn about it now. Each home has to have the burner fitted to its requirements, you know. The best thing we can do is look at the furnace." Before starting for the basement, Mr. Garland lays down his overcoat and portfolio in the living room. The idea for doing this is to give himself a chance to return upstairs, when he can display his literature after inspecting the furnace.

En route to the basement Mr. Garland points out:

1. You will save many weary steps to your basement with an oil burner. (Spoken while on the stairs.)
2. You have a fine furnace. (Always admire it and get the owner to talk about it.)
3. Where do you want the oil tank? (Assume the prospect is going to put in an oil burner.)
4. There are a number of burners installed in homes in this neighborhood and that they are giving satisfaction. We would like to show them to you.

While in the basement Mr. Garland makes a point to

# BURNER "Low Down"

Found In The Basement.....

*There prospects open up about their heating plants—give facts which permit a made-to-measure, 3-call demonstration*



**THIRD...** Return to dining room and show literature to prospect, weaving in adaptation to his needs.



**FOURTH...** Arrange for call back to show prospect burner in operation.



**FIFTH...** An ideal set-up in clean basement, with rug on floor, quiet operation, goes a long way to convince.



**FINALLY...** while economy is not the key to sale, actual cost of operation is impressive way to convince.

find out how many rooms are being heated, the coal consumption and any troubles that are being encountered. People talk readily about their experiences with an article they own.

Sooner or later every prospect asks this question:

"What's the price of your burner? How much oil is it going to use?"

"We'll get to that upstairs," replies Garland. "I'll tell you how much oil you should burn a year. It may be with your way of heating, you can save a little money with oil."

Once returned to the dining room, Garland spreads out his literature before his prospect. If anything in the discussion leads him to believe that the family is considering another make of burner, he is careful to bring out his sales points in favor of his own machine over that mentioned. Besides descriptive literature, Garland carries a partial list of users including such local celebrities as Mayor Cermak and others. After answering a barrage of questions as to burner noisiness, consumption of oil, ability to heat water, and cleanliness, Garland proceeds to work out a recommendation of a burner based on the size of the home and the previous performance and operating cost of the furnace.

"I don't favor saying that oil heat is cheaper than coal," he states. "We tell prospects that it usually costs a little more but there have been cases where it was less. I have found it pays never to deceive a prospect by claiming the burner would use No. 1 or 2 oil when the truth was different. In a number of cases such frankness has won me sales from competitors. I frankly tell my prospects that I am selling comfort and convenience, and not money-saving. To date, even in times of depression, I have found no lack of people who wanted to buy comfort."

### Hold Off on Price

"THE main thing we want to know," declares Mr. Prospect, "is how much oil would we use to heat a two story flat?"

"Well, I'll tell you the truth," replies Garland. "You can set this burner to give any degree of heat you want. Some people abuse their burners and set the thermostat at 80 and go away and let it run. Naturally the amount of oil used will vary with each person. We can only compare oil with coal. Can you tell me how much coal you use?"

"I can tell you exactly—20 tons," replies the prospect.

"You can follow the figures. According to the American Association of Mechanical Engineers a ton of coal is equal to 50 gallons of oil. You should burn 3,000 gallons of oil. That will cost you \$195. You paid \$140 for the coal. You save on the janitor and that reduces the cost. We don't tell you we can save you money with oil. It's comfort that counts."

"What is the price of the oil burner?" asks the prospect.

"We'll get to that pretty soon," replies Garland. "I recommend two 275-gal. tanks. The burner that I recommend has all electric control. It is necessary to set them only once. It has been passed by the National Board of Fire Underwriters, and has been tested to see that it is free from danger. The best oil burners are labeled and inspected. There is no danger from fire trouble. It stands to reason that a man has a greater chance of dropping hot ashes. Here is a picture of our

burner. We will make a complete installation, two tanks and put a hot water heating coil in the furnace for \$400. That is very reasonable."

After stating the price and monthly payments, Mr. Garland cuts the interview short by asking permission to take the family out in the near future in order to show them a burner in operation.

Where no accommodating owner is handy, on his second callback the prospect is driven to the branch office where a burner is on display on the floor. In answer to the inevitable question as to whether it is noisy, Mr. Garland replies, "We have a basement downstairs under this office. If it were not absolutely quiet and clean do you suppose that we would keep this oil burner upstairs like this right next to our desks?"

On the call-back, Garland finds, the prospect and his family have usually had time to think out some pointed questions which actually reveal their objections.

### Third Call Gets Sale

CLOSING an order for an oil burner sale takes, Mr. Garland finds, an average of three calls with live prospects. The first one gives him a chance to size up the installation and make a recommendation, the second call permits him to take the family out to see an installation and contact satisfied users, and the third gives him a chance to knock over any further objections and close the order.

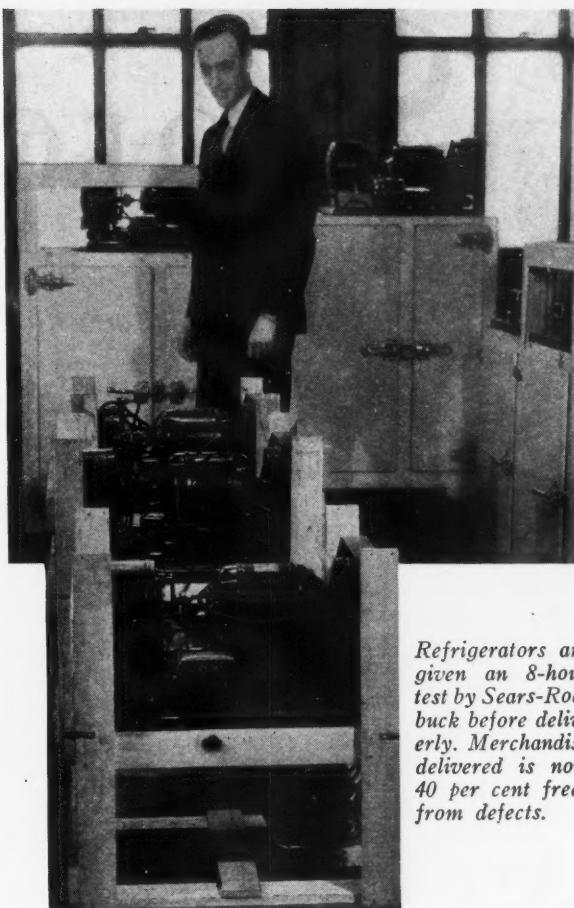
"Our company has been in Chicago for many years. The Petroleum Heat & Power Company is the oldest and biggest oil burner company in America. We are on the ground to give you service and are offering you the best known burner we can get. You want the comfort, convenience and cleanliness of oil heat. What more of a choice could you ask?"

If this doesn't succeed, Garland says, "There must be something that I have failed to make clear. It can't be the burner. It must be my inability to answer your questions. Let's go over this again."

Half of Garland's calls are cold canvass. The rest he gets from newspaper advertising and names turned in through direct mail premium offers. Each day he takes care of the immediate hot leads before him. Then he follows up recommended names and makes second calls. Last of all, he tries a little cold canvassing. These names are strung together to form a route which he endeavors to get over daily. Garland makes only an average of eight calls a day, although he may make 20 stops. During the week he will call on some 10 to 15 new prospects.

### Installation

THE job of installing an oil burner requires a cross between a steamfitter and an electrician. In Chicago a guild of oil burner service men handle the work. Tanks must be installed and piped in to the furnace. The actual placing of the burner itself is not difficult, Garland says, but very often where it is used with some obsolete or wornout type of furnace, the work requires an understanding of heating principles, and considerable tinkering with the furnace in order to get it in satisfactory operation. In smaller cities, Garland says, there is no reason why dealers should not make arrangements with some member of the heating trade in the town and install the jobs they sell with no trouble at all.



Refrigerators are given an 8-hour test by Sears-Roe buck before delivery. Merchandise delivered is now 40 per cent freer from defects.

# TEST *Appliances First* and SAVE on Service

a talking point for competition. Today this picture has been sponged out. The story of what has happened in Chicago, with six Sears stores, is an illustration of how the age old service angle has been turned into an asset.

First of all, 1½ years ago it was decided that in Chicago and suburbs, regardless of the number of stores established, there should be but one service headquarters. The city was cut into neat pie-shaped sections, each to be handled by one radio and one heavy appliance repair man. When a complaint was made to any particular store by a distressed customer it was arranged to forward it to general headquarters for service. Each morning every repair man reports into headquarters and takes his assignments. From then on he calls in at the completion of each job, and is given a new address. From long hauls between jobs, service men have been changed to short jumps. Instead of 4 or 5 calls a day Sears men now average 11.

That this is a strategic way for a large firm to operate was soon evidenced by the results. From a cost of well over \$1.00 a call, service calls dropped to a mere fraction, after allowing the profit from merchandise sold on the job to be charged against the cost of the call.

IMPROVED service was not enough to satisfy however. Sears Roebuck & Company wanted none at all. Since a great many complaints came from customers right after receipt of their purchases, it seemed logical to believe that a pre-testing of these appliances before they were delivered would eliminate all of this.

Accordingly each electric refrigerator is given an 8-hour test before delivery. Washers and ironers are given a half-hour test, and radios an 8-hour try-out. Defects found in new appliances are reported periodically (Sears uses periods instead of months). These weaknesses are passed on to manufacturers for correction. It is estimated by J. L. Wheeler, service manager of the Chicago stores, that merchandise delivered is 40 per cent freer from defects than before this inspection went into effect.

"While the success of our pre-delivery inspection can be credited to organization," said Mr. Wheeler, "Our good fortune in building up our personnel of service men is due simply to hard licks. In the first place you must remember that anyone with a screwdriver in his pocket can pass himself off as a repair man."

"We hit upon a plan of sorting our men which has been rather successful. We have them run the gauntlet,

(Please turn to page 40)

IT IS obvious that the methods employed by Sears, Roebuck & Company in handling service and installation problems on electrical appliances, can hardly be put to practical use by the independent dealer. For Sears, it is possible, as the following article points out, to centralize service functions in metropolitan areas where they have more than one store operating. But the study given by this chain-store organization to the service question has brought out some facts, useful and practical in themselves, to appliance dealers everywhere. Not the least of these is the fact that thorough inspection and simple testing of appliances before they are delivered, resulted in healthy saving on service costs. For these reasons we believe the article that follows may be of practical help to every type of appliance dealer.

THE EDITORS

THE memory of Jim Costa, pioneer merchant in the little town of Anthony, Kansas, comes back when I think of the first time I ever heard of Sears Roebuck & Company. Palms on counter, he listened to a townsman declare he could buy a flatiron cheaper from a catalog, and spiked him with one parry: "Sure, and who's going to keep it working for you?"

When Sears stores began jumping up everywhere a few years back, like corn in a popper, it looked, at least on paper, as if each unit at last was gravitating into the happy position of being able to rival Jim Costa's claim—prompt local service, quickly given.

But the best laid plans of mice and men gang aft agley, and the idea of each store having its service men didn't percolate. Too few calls and lack of supervision continued to make the service costly to the company and

# The Drug Store



CHARLES R. WALGREEN

*who keeps his private office comfortable with a Frigidaire room cooler and two or three good books*

A CAPTAIN in Sherman's army once reassured his boys, as Confederate soldiers came hustling toward them through the wheat fields, by saying, "Remember, fellows, this is just like shooting squirrels, only them squirrels is carrying rifles."

Moved to discover whether selling electrical merchandise had been as easy as squirrel shooting for drug stores, *Electrical Merchandising* called on the Walgreen Company. Toys, golf clubs, books and kiddy cars had been. This winter, in Chicago particularly, the drug store had seemed to be getting appliance minded. Massed displays had made their appearance in windows and stood at the elbows of soda sipping customers.

The best picture of the trend, and what obstacles it had offered, could be learned, it was felt, from a chain whose 475 stores spread fanwise across the continent.

Down on sleepy Bowen Avenue in Chicago stands the two-story red brick building which houses Walgreen headquarters. A stone's throw away is the original Cottage Grove store in which Charles R. Walgreen began his chain in 1909. Two executives, who preferred to remain nameless, freely discussed the situation.

"Appliances are a flirtation with us," they declared. "Low prices put some of them in our range, and high prices will take them away. We are carefully sidestepping the obstacles. We are choosing items which have



*Just a passing affair, however, with low prices the attraction, Walgreen executives say*

won widespread acceptance and need no talking. The drug store is really a cafeteria, you know—the customer virtually helps himself to what he wants.

"There are some items, such as curling irons, which have been carried for years by drug stores. However, it was not until two years ago that they expanded very far into electrical territory. We admit, judging by displays, that one might think we considered appliances as gift items. This is not true, however. It is the utility value of the appliance, and that alone which attracts the drug store buyer. The holiday season is too short for such stock."

## Drug Store Buying Maxims

Factors which govern the launching of items by the Walgreen Company are as follows:

1. Price. While admitting an exception in a midget radio at \$14.95, it may be considered that \$5 is the top list price at which a drug store can sell an electrical appliance. The company's volume is done on items selling for less than \$1.50.

2. Universal acceptance. Merchandise must be of the sort that can find a place in every family. As an example it was cited that while an electrical blanket might be very useful to an invalid, the number of prospective buyers in this condition were few, which barred it. On the other hand every home has a use for a heating pad and as a consequence, it is stocked.

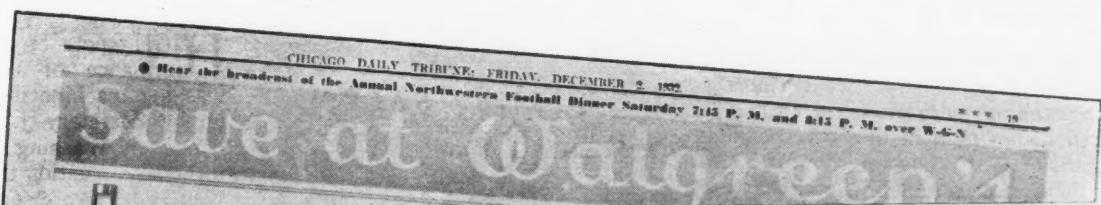
3. Installment or time selling. The drug business is built on the idea of selling a vast number of small items. The machinery is not constructed to carry installment sales, and as a consequence they must be avoided.

4. Testing. Before an item is considered by the Walgreen Company, a number of samples are passed out to practical users who employ them under average working conditions. If the reports are favorable the item is next stocked in a few stores on an experimental merchandising basis. If they sell here they are then stocked in all of the chain.

5. Standards. Walgreen desires appliances which are made under legally acceptable specifications.

6. Eye Appeal. All appliances for drug store trade should be individually boxed. The use of chromium plate and other non-tarnishing material is desirable as drug store salespeople have little time to polish up

# flirts with Appliances



**Quality Electrical Appliances at Low Prices.**

Christmas shoppers will welcome the chance to buy electrical gifts at the economies these "specials" make possible.

<b>Electric Heating Pad</b> The Northwest Heater Pad is wrapped with 1 layer of heavy, durable cloth, fully protected. <b>2.95</b>	<b>Electric Waffle Iron</b> In brilliant chrome finish with heat indicator. When turned on, the indicator lights up in a few seconds. Price, \$2.95. Fully guaranteed. <b>2.49</b>	<b>Electric Flat Iron</b> "Milepost" made in bright polished aluminum plate. Large heating surface. Fully guaranteed. Complete with cord. <b>1.98</b>
<b>4 Piece Electric Beauty Set</b> For the hair, face, hands, feet, and nails. Includes a nail file, manicure set, and a hand mirror. <b>98c</b>	<b>Automatic Household Electric Toaster</b> Will toast two slices of bread at once. Made of Bakelite with chrome plated metal parts. Fully guaranteed. <b>98c</b>	<b>Electric Sandwich Toaster</b> Electrically heated toasts two slices of bread at once. Fully guaranteed. <b>79c</b>
<b>E. Bachman's French Flavors Cold Cream</b> For clean, dry and smooth skin. Delightfully aromatic. A regular 8 oz. jar. <b>43c</b>	<b>Quick Relief for Head Colds</b> Effectively relieves the symptoms of a cold and all other colds. Contains 28 drops of oil of eucalyptus. A regular 8 oz. bottle. <b>89c</b>	<b>Calamine Powder</b> Relieves skin irritation. For skin rash, blisters and sores. A regular 8 oz. bottle. <b>89c</b>
<b>E. Bachman's Cucumber Cleansing Cream</b> For oily skins. Mildly and refreshingly cleansing. A regular 8 oz. bottle. <b>51c</b>	<b>Fayro Bath Salts</b> For skin rash, blisters and sores. A regular 8 oz. bottle. <b>51c</b>	

**Walgreen's Malted Milk**  
Taste delicious! It's a quality product prepared from the finest materials. Plain or chocolate flavor. Now in the new modern glass containers.  
**1 lb. ... 39c**

**E. Bachman's Talcum Powder**  
For soft, velvety skin and smooth skin. Good for cosmetics. One package.  
**21c**

**Tissue Boxes**  
Tissue folded in - delicate tissues  
with...  
**19c**

**Worth 25c**  
A Regular 8 oz. Tube  
**Analgesic Balm**  
With This Coupon ... **35c**

**More space has been given to advertising appliances than ever before by drug stores. (Above) Walgreens are now testing out massed open displays of appliances.**

# more figures

## ELECTRICITY UP: GAS DOWN

FOR the first ten months of 1932, the electrical industry went merrily along, selling more electrical energy to wired homes than in the corresponding months of 1931. Sales of kilowatt-hours for the first eleven months of 1932 were considerably ahead of the corresponding period in 1931, the score reading: 1932—10,872,928,000 kw.-hr., 1931—10,602,343,000 kw.-hr. an increase of 2.5%. Figures come from the National Electric Light Association headquarters.

Two records the central station industry still maintains; the average annual electricity consumption of the wired home continues to increase, while the average monthly electricity bills of the wired home, as well as the rate it pays, continue to go down. For the twelve months ending November 30, 1932, the average wired home had used 601 kw.-hr. of electricity as compared with 581 kw.-hr. in the year ending November 30, 1931, an increase of 3.4%. For the same period, the average residence paid a bill of \$2.80 per month, at an average rate of 5.59 cents in 1932, as compared with a monthly bill of \$2.81, at a rate of 5.8c. in 1931.

Not so fortunate has been the gas industry, according to figures released by the American Gas Association. Domestic sales of manufactured gas in 1932 are estimated at 2.8% below 1931. Natural gas sales to domestic users during 1932 declined 6.2% from 1931 levels.

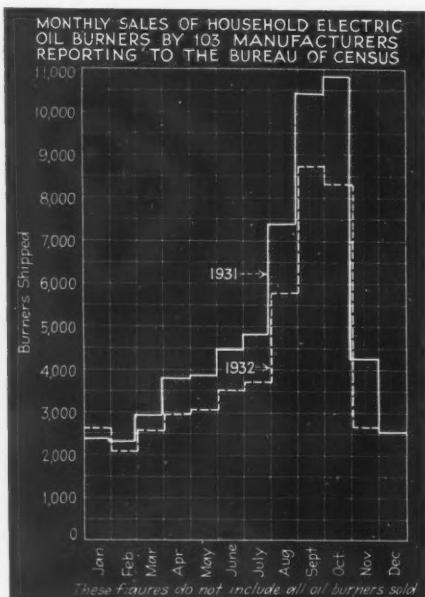
## DELINQUENCIES DOWN

ENCOURAGING improvement in delinquency conditions in the electrical and radio trades is indicated by reports of past-due accounts to the National Electrical Credit Association for the full year of 1932. Total number of accounts reported to the four divisions of the Association declined 15.6% from 1931, while the money involved or total amounts reported showed a decrease of 35.5% from 1931 figures. Although largest number of accounts involving greatest amounts of money were reported to the Central Division of the Association, greatest improvement over 1931 was registered in the same district. In New England, where fewer accounts and smaller amounts were reported, improvement over 1931 conditions was also smallest of the four districts. The combined Middle and Southern Atlantic states

Division had the second best showing, while the New York Division ranked third.

## OIL BURNER SALES

TAPERING off toward the end of the year as expected, household electric oil burner sales of the 103 manufacturers who report to the U. S. Bureau of the Census, amounted to 2,628 machines in November, 1932 as contrasted with sales of 8,350 units the month before and 4,258 burners in November, 1931. Total eleven months' sales of these manufacturers amounted to 45,945 electric oil burners in 1932, as against 57,553 for the year before. Oil burner sales of the newer crop of manufacturers, like G. E. are not yet included in these figures dispensed by the Government.



Mounting steadily from February to September, 1932, electric oil burner sales met their seasonal Waterloo in November.

## VACUUM CLEANER SALES

FOLLOWING general seasonal trends, electric vacuum cleaner sales in November declined slightly from October, being 36,178 machines in November, as against 38,000 in October, 1932 and 55,000 machines sold in November 1931. Total electric vacuum cleaner sales for the first eleven months of 1932 therefore amount to 408,289 units as against 636,648 machines sold in the first eleven months of the year prior.

## WASHER SALES

### POST MORTEM

HIGH spots of the 1932 sales performance of the electric clothes washing machine industry are summed up by Secretary J. R. Bohnen of the American Washing Machine Manufacturers' Association thus succinctly: (1) Unit sales were only 20-25% below 1931; (2) sales exceeded early 1932 estimates; (3) higher income families who formerly scorned washers, bought machines in 1932 to economize on laundry costs; (4) coin-in-the-slot washers tapped the apartment-house market; (5) household washers found application in commerce and industry.

## LIVING COSTS 9.4% LESS IN 1932

DURING 1932 the cost of living in the United States declined 9.4% and at the end of the year was 17.8% smaller than at the end of 1930 and 22.9% less than at the end of 1929, according to Bureau of Labor statistics. Since peak month June, 1920, living costs have declined 39%. Between June, 1932 and December, 1932 living costs were reduced 2.7%, although the items making up living costs did not decline proportionately in this period. Highest drop was 7.7% in rent, followed by a 4.9% drop in clothing costs; 3.9% decrease in housefurnishing goods, including electrical appliances; a 1.4% drop in food; a similar drop in miscellaneous costs and a decrease of 0.1% in light and fuel.

## FAMILY SHRINKS

ON THE basis of the latest Census figures, only 18.5% of American families now contain 6 or more persons. Families of 3 persons or less constitute 52.1% of the total, while families of just 2 persons make up 23.4 of the total families.

Although the decreasing size of the American family might well cause electrical appliance manufacturers to think in terms of smaller capacities for their products, the latest Census statistics on home ownership indicate that we are not yet a nation of apartment dwellers, entirely cramped for space. One-family dwellings still housed 76.4% of all American families in 1930. Furthermore, 46.8% of the private families owned their own homes in that year, as against 44.6% in 1910, pointing to a larger market than formerly existed for built-in, non-portable electrical appliances.

## *sales ideas*

### MOVING THE MOUNTAIN

MAHOMET may have given up in his day and moved himself to the mountain, but if the mountain was for sale today the chances are that the distributor of that good earth would find some way of delivering it to Mahomet's door. Herbert Horn, distributor in the Los Angeles area for Gibson refrigerators, Meadows washers and ironers, and Tiffany tone radios has stolen a march on the situation by putting his display room on wheels and taking it direct to the dealers.

Popular or new models of the lines carried are loaded into a covered wagon truck display room. The display is attractively arranged and colorful steps let down for dealers to climb into the truck for examination of the merchandise. Banners on each side of the truck also act as a traveling bill board.



COVERED WAGON  
*He takes his store along  
(See Column 1)*

### MRS. JACOBSEN ON DISPLAY

"IF YOU must sell something of low cost, do not make it appliances," says Mrs. C. M. Jacobsen, manager and owner of the Valley Electric Co., attractive merchandising and electrical contracting store at 851 Higera St., San Luis Obispo, Calif. "It never pays to carry any cheap appliances. They cause more grief than they are worth and always come back to bring you service trouble."

If a store must have some low-cost articles to attract buyers, Mrs. Jacobsen feels that it should be something other than appliances. She herself has recently put in a varied stock of pewter

ware which sells for \$1 apiece. This is attractive ware and of good quality and attracts trade to the store. In order to display this type of merchandise, in the remodeling of her store recently, she had placed alongside the doorway a small display case with glass shelves which makes an ideal setting for such ware.

In the remodeling of the pioneer electric store of San Luis Obispo, Mrs. Jacobsen adopted the modern style to her needs. The main window is wide and high and allows an excellent mer-



VALLY ELECTRIC AND—

*Appliances to the fore; fixtures to the back. Displays are changed frequently and manufacturer's sales helps used liberally*

chandise display of the large appliances. The door, which usually occupies the strategical center position in a store front, has been moved over to one side and the narrow window referred to for display of small articles, flanks the other side of the door.

The remodeling has brought a great deal more light into the store and made a feature of the appliance display. Attractive green and black linoleum floor with side walls and ceiling of celotex in the shape of blocks make an ideal setting for the appliances. Fixture display has been removed to the rear of the store under the balcony or mezzanine where it does not interfere or detract from the display of major appliances.

### *Appliance Display Changed Frequently*

Mrs. Jacobsen believes in keeping her display mobile and changing it frequently. Tables and stands on casters are utilized to good effect. A constant shifting of the heavier appliances, the full use of manufacturer window display material keep the appliance stock moving in more ways than one.

In these days, believes Mrs. Jacobsen, selling has to be done more carefully so that there will be no reverts, and more intensively so that no opportunity will be overlooked.



—ITS OWNER

*Mrs. C. M. Jacobsen looks over her new showcase of non-electrical items*

# washers

## MILWAUKEE GETS THE MONEY-IN-THE-SLOT WASHER

*Small family apartment house business tapped by rental service.*

OUT on Milwaukee's Kilbourn Avenue, where scrubbed doorsteps still dot the landscape a landlord attempted to lease an apartment the other day to a prospective tenant.

"I haf gif you ein refrigerator, you haf new wall baper und baint. Der rent is der same as across der street. You take id—ja?"

"It sounds good, all right," replied the tenant, "but I think we want the other apartment. We get the use of a washing machine over there."

For reasons like this Milwaukee landlords have opened their arms to metered washing machines. Here was something that called for no investment on their part, and yet offered a distinct advantage in renting apartments.

### The Location Counts

"In fact, it has been a job of selecting the kind and type of apartments from which we can make money," declares G. B. West, 30-year old manager of the Meter-Wash Service, Inc. "As with most slot machine propositions, our real job has been that of selecting locations. We had nothing to guide us and first made the mistake of placing our machines in the town's most exclusive apartments. Today we have discovered that the ten-flat building is the smallest in which we can possibly operate and the majority of our washers are in 30-family buildings. In sizing up a building we must estimate that half of the families in it will be sending their laundry off anyway and 50 per cent of the balance will own machines. The two or three room apartment families have turned out to be our best customers as they are chiefly young people getting a foothold in life. The five and six room apartment renters usually are far enough along to own a machine or send their laundry out."

When the firm incorporated in August, 1930, they started off with some 24 new Maytags. This number had grown to 138 by January, 1933, with an order placed that will bring the total up to 200 by spring. The limit which Milwaukee can keep employed is estimated at 300.

### \$84 a year on \$118

That it is a good business might be judged from the fact that on an approximate investment of \$118 per apartment, the returns average \$84 a year. While one machine earns \$18 a month and several from \$12 to \$13, the average return is \$7. On the basis of the present investment, a washer must bring in \$6.20 a month to make money, will be pulled if it falls below \$5. That the depression has helped the business instead of hindered it is evidenced from the experience of the company covering three years with an average income per ma-

chine as follows: 1930, \$5 a month; 1931, \$5.85 a month; 1932, \$7.00 a month.

Service costs the company \$125 a month plus gas and oil. Building owners are given 10% of the "take" to pay for electricity used, and ordinarily this goes to the janitors. Once a week each machine is visited for both collection and inspection.

"From the start we standardized on one make of washer," relates Mr. West. "I think the time I took to tear down a machine and put it back together again and learn all that was necessary to keep it in running order has been time well spent. Furthermore, I think we got off on the right foot by choosing a sturdy model which would stand up under constant operation. We have not had to bring in more than ten washers to the shop for repairs. We started with new ones, last year we bought repossessed models and in 1933 our new order calls for new machines. We anticipate at least eight years of life from each washer we are using, and under present figures I think we can rebuild them for \$23 apiece."

Of the three types of coin switches on the market, Mr. West uses one (Call) which can be adjusted to run for different periods of time and set to accept different sizes of coins. The principle of the switch is an electric clock which permits the current to flow through to the washer motors for a specified interval.

### 10-Cent Basis Helped

When a machine is placed in a new apartment, literature announcing the fact is put in the mail boxes of all tenants, inviting them to make use of its facilities. If collections in the succeeding weeks do not indicate that the tenants are keeping the machine busy, more literature in the way of blotters are mailed. Sometimes it has been helpful to take the washer out for a brief period.

"We found that the greatest stimulus for encouraging use of the machines was in changing from a 25-cent to a 10-cent basis," Mr. West said. "At first we required a quarter to run the machine for 35 minutes. This amount of time is sufficient but a woman has to drill right along and not gossip over the washtub. Then we tried out a washer on a 10-cent basis, giving an 18 minute run for the money. At once we ran into a quirk of human psychology. Women would put three or four dimes in a machine whereas they would hesitate to put in a second quarter. Today two-thirds of our machines are on a 10-cent basis."



G. B. WEST

*"The meter idea doesn't hurt washer sales, just samples them."*

# washers

## 50 Washers—a Good Living

That a man with 50 machines out can make a good living is the opinion of Mr. West, who cites his own case as the instance of a man who has profited by the opportunities that metered washing machines hold. With only his experience as a shoe salesman as a background, on top of a long siege in a hospital, he entered a strange town and has succeeded with his associates in building up a profitable business.

The introduction of metered washers will not hinder the sale of new machines in Mr. West's opinion, for as tenants in small apartments grow prosperous they naturally want washers of their own, and their preference is for the make which they have been renting so long. Thus the whole scheme is a gorgeous sampling plan for the make of washer used, Mr. West thinks. While metering offers an excellent chance to put trade-ins or repossessed machines back into service (since the condition of the paint doesn't count) nevertheless Mr. West is inclined toward new machines. The trucking facilities of the washer dealer are handy for distributing and picking up washers in various locations, as is the repair department in case of trouble. The Meter-Wash Service, Incorporated, occupies space over the Milwaukee Maytag dealer for this reason.



A WASHER EARNS \$84 A YEAR

Tests prove that women prefer to feed in dimes to quarters—want short periods instead of longer ones—reason, it permits gossiping

## K. C. PUTS OVER ANOTHER CO-OP WASHER DRIVE

496 Sold in 10 Days; Manufacturer, Utility and Dealers Tie In.

REMEMBER the story that appeared in *Electrical Merchandising* last March? "How a Power Company-Dealer Cooperative Campaign Sold 900 Washers in 26 Days in Kansas City, Mo."

It worked once, it ought to work again. So they tried it, and it did. Exactly 496 washing machines were sold during the first ten days of January this year, with every promise of the month's total surpassing that of last year's sale.

Faced with the possibility of a dull season with only part-time work, employees of the Vulcan Manufacturing Company, a Kansas City concern, volunteered to contribute from 10 to 15 per cent (determined by their earning capacity) of their January wages to reduce production costs and hold another January sale. The factory offi-

cials met this offer with a proposal to reduce the company's profit, and the dealers willingly agreed to cooperate with a portion of their retail profits.

The Faultless washer, which the Vulcan Manufacturing Company makes, is a 100 per cent Kansas City product, all parts and materials being produced or purchased locally. Consequently increased production means not only work for 150 Vulcan employees, but for approximately 300 more in companies supplying materials. These companies, therefore, were glad to contribute to the advertising fund of a sale that would mean work for their employees as well as much money in circulation locally.

The Kansas City Power & Light Company agreed to spend \$2,500 in cooperative advertising, listing the 8 co-operating Kansas City, Mo., dealers

along with the utility's own stores. The Power Company also contributed the services of its advertising department in preparing and placing the advertising.

Ten half pages of advertising were used cooperatively. The five placed by the Kansas City Power & Light Company listed the cooperating dealers on the company's lines; the remainder listed all the cooperating dealers in the trade territory. Eleven furniture companies, four hardware, five department stores and one utility participated. Each store carried copy of its own, in addition to the cooperative schedule, and all featured the washer in window display space, truck panels, etc.

A \$39.95 value was featured but at least half of the sales made were on the larger, higher-priced models. A \$39.95 price on a regular \$49.95 ironer was also made a part of the sale with pleasing results.

Outside canvassing was done by the utility's home sales or lamp trucks and by some of the other dealers, and home demonstration was made an important point.

A flash in the pan? Not a bit of it. Dealers sold 4,500 washers in 1932, an increase of almost 50 per cent over the previous year's sales.

# GETTING *the* MOST *out of your* Finance House

*New Manufacturer  
Hook-ups Promise Opportunity  
for Smallest Electrical  
Dealers to Cash Paper*

**T**WO electrical dealers who knew each other only by hearsay, were accidentally placed together at an association luncheon recently. As they munched their celery and olives, it came out that the same finance house served both of them.

"Well, I'll be a son-uv-a-gun," exclaimed the man from Ohio, "Our net worth is about the same, and here those fellows give you four times the line of credit that I have—put you in a position to do four times as much business. How do they get that way?"

Just what can a dealer do to get the most out of his finance house—to have all of his paper accepted, to enjoy a larger line of credit? With 70 per cent of all electrical appliances sold on time, the installment conditions are as much a part of the picture as the appliance. The finance house, today, is the doorway to a larger volume of business. How these organizations render their decisions regarding electrical dealers was outlined recently by an executive.

#### *Selling the Installment Idea*

"**F**EW dealers know how to sell the installment idea," he said. "That is their primary trouble. There is a knack in it. As you know, every sale represents a risk which hinges on the purchaser's behavior. Naturally the more the customer has invested the less the risk. Let me tell you a story about one of our good merchants which illustrates how this is overlooked. This firm sent in deal after deal, always \$10 down, always with a balance payable in 12 months. I wondered why the amount of the down payment never varied, especially since all of the customers always paid out. The next time I was in that Ohio city I asked the proprietor to let me stage a demon-

stration of installment selling. When the next refrigerator was sold, I requested to be introduced as the financial man of the firm who would handle the matter of payments. Right away a young man was brought over to me to sign up.

"How do you like the refrigerator?" I asked.

"I believe the model we have been looking at is just what we need," he replied. "It is big enough to give us a little storage space, makes plenty of ice cubes, and yet will fit into any house in which we live."

"What priced box did you select?"

"The \$164 model," he replied.

"When you came in you had a certain amount of money you thought of putting into it. How much was it?"

"Well, I had about \$100 laid aside."

"What rent do you pay?"

"\$50 a month," replied the customer.

"I am going to ask you another question which is rather personal but you realize that in installment selling we must have all the facts for credit reference. Can you tell us what salary you make?"

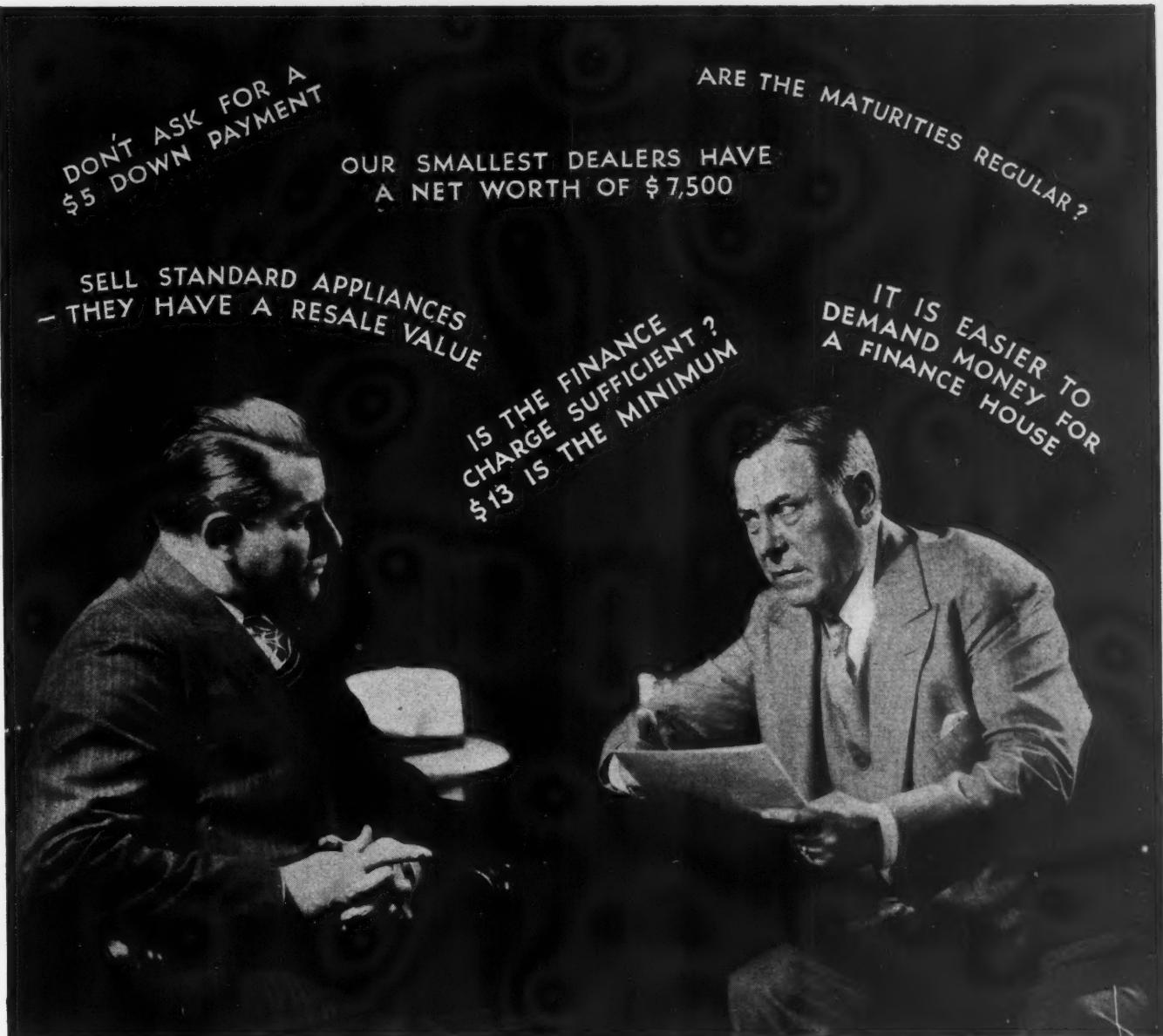
The customer did so and I was able to get a fair picture of his fixed overhead and some inkling as to how heavy an obligation monthly payments on an electrical refrigerator would be.

"You ought not to put your entire \$100 on the refrigerator right now," I told him. "You ought to carry a reserve. I would suggest that you make a down payment of one-third and string out the others over a period of eight months."

"That's O.K. with me," replied the customer, and accordingly the first deal this firm ever sent in with a substantial down payment was drawn up.

"Now the moral of this incident can be summed up in two instances: Don't tell the customer what he can pay; ask him how much he can pay. Time and time again you will see salesmen constantly reminding prospects that \$5 or \$10 is the down payment. They build up the idea in the customer's mind that \$5 or \$10 down is the largest amount that should be paid down. Nearly every customer that looks at an appliance has some sort of a money reserve which he contemplates putting into the article and it is up to the salesman and the house to get him to declare the amount he is thinking of investing, which in a surprising number of cases will be much more than the minimum down payment that can be accepted.

"Firms that advertise the amount of down payment in



the newspapers are likewise making a mistake, in my opinion. They should go no further than to feature easy monthly terms. I realize that the advertising of such low terms by competitors will have to be met by any merchant operating in the right way. When a prospect says, 'I guess \$10 is the regular down payment price,' you can usually win the point by saying in a soft voice, 'Of course you realize the more you pay down the less you will have to pay for finance charges.' That usually wins them. Never take the smallest down price unless necessary."

#### *Playing Ball with the Finance House*

IT IS within the power of the finance house to multiply the capacities of a dealer for doing business. Such aid is not extended or retarded through favoritism.

"The smallest electrical dealers on our books with whom we deal independently have a net worth of at least \$7,500," he said. "When they originally made application to us, we not only considered them from their financial standing but as a moral risk. By moral risk I mean the reputation they have in their own communities for paying bills, years of service, and general standing.

Strange to relate, a bad reputation is an expensive luxury to maintain, if people only knew it.

"After we are on a working basis with the dealer and have given him a line of credit each transaction he sends in to us is carefully checked from the following standpoints:

1. Is the down payment 10 per cent or more? The amount counts.

2. Is the finance charge sufficient?

3. Was the electrical appliance sold a standard article? As you know, national advertising gives an article a resale value. An unknown item is almost worthless from this standpoint.

4. Are the maturities regular? Is the dealer getting his money in 8 or 12 months, or is he stringing them out 18 to 20?

5. Are any payments on other deals past due?

"Believe it or not, our system of periodically auditing a dealer's books is most valuable in the manner in which it gives him backbone to make collections. The dealer, often knowing his customers, frequently becomes soft hearted and meets payments on sales out of his own pocket. He has to pay the finance company twice monthly

as you know. With a system of auditing it is immediately revealed as to what customers are back on their payments. If any are back more than 60 days, the dealer is asked to take back the paper. Somehow it is easier for him to demand money from the finance company than for himself. This provision forces him to act. Always we find the larger the investment of the customer in the appliance the more he will scramble to meet this necessary payment.

"Without auditing, most dealers would speedily get a great deal of their capital tied up, and right away be placed in a position where they could not handle the same volume of business. Most electrical dealers are primarily salesmen, and a conference that calls to their attention that they have too many trade-ins on hand, are not getting enough on initial payments, and have too much past due paper, usually aids in clearing the air and making better business men of them. Our insistence that each customer must pay on time, without any doubling up of paper, is the only sound way to do business."

### *Manufacturer-Finance House Hook-up is Coming*

A LACK of a market for electrical appliance paper has repeatedly presented a problem which finance houses have only recently been able to solve. One difficulty has been the inability of the finance house to handle a deal that amounted to less than \$100. Another has been its inability to cover the field. There were too many small dealers whose net worth did not come up to finance house specifications for extending lines of credit.

Because lack of finance facilities has seriously hindered appliance sales, one manufacturer has recently perfected an arrangement with a national finance firm which is expected to overcome these previous difficulties. The plan will provide hundreds of small electrical dealers financing facilities hitherto denied to them. This is accomplished by virtue of the manufacturer guaranteeing

their sales. Obviously such a guarantee involves a serious liability on the manufacturer, and this has been avoided by taking out insurance. The finance rates, of course, are of necessity slightly increased to cover insurance that protects the manufacturer. This is not expected to hinder sales, as a flat charge is made for financing anyway. The plan contemplates having the small dealer making collections for the finance company passing back to the dealer all defaulted paper.

Obviously the manufacturer must see to it that his small dealers do not flood their communities with appliances sold on an unsound installment basis. For it has been high pressure salesmanship, and not saturation of markets, that has turned finance companies away from various products. The moment a dealer starts using pressure tactics to distribute items, that moment the number of reverts and bad collections starts. With larger dealers, the volume of accounts was always enough to enable the finance house to aid in ironing out difficulties. This was not true with smaller firms. With the new plan bringing lines of credit to a wide fringe of small electrical dealers, the very fact that such tactics will start an epidemic of demoralization in the resale market means that the end of high pressure distribution is at hand.

It will be only a matter of time, *Electrical Merchandising* was told, until all types of electrical appliance manufacturers will sell their products on a manufacturer cooperation basis. The experience of the finance house with the automobile industry, in which the dealers carry most of the burden, has produced conditions which should be avoided in the appliance field, it is felt. At present the way appliances "stick," give satisfaction, and are not so prone to conversion, are putting them in a desirable light from the finance viewpoint. The ball is all set to start rolling, and it is predicted that with the return of normal times, nine-tenths of the troubles of electrical dealer financing will be half-forgotten memories.

### *Test Appliances First (Continued from page 31)*

so to speak, just like the red Indians used to do. A new service man is hired largely because of his appearance, friendly attitude, and apparent ability to sell his house as well as his services. In fact, I think the job calls for 50 per cent mechanical ability and 50 per cent salesmanship. However, after the man is on the payroll, this does not mean that he is a competent repair man. Accordingly we start him out on some service jobs that we have on the floor. I want to add here that not 1 per cent of our radio repair jobs are ever brought back, and fewer than 10 per cent of our other electrical appliances needing adjustments. Consequently our new men start in on really tough jobs right under our eyes. If they can fix them up satisfactorily they have proved their right to go outside.

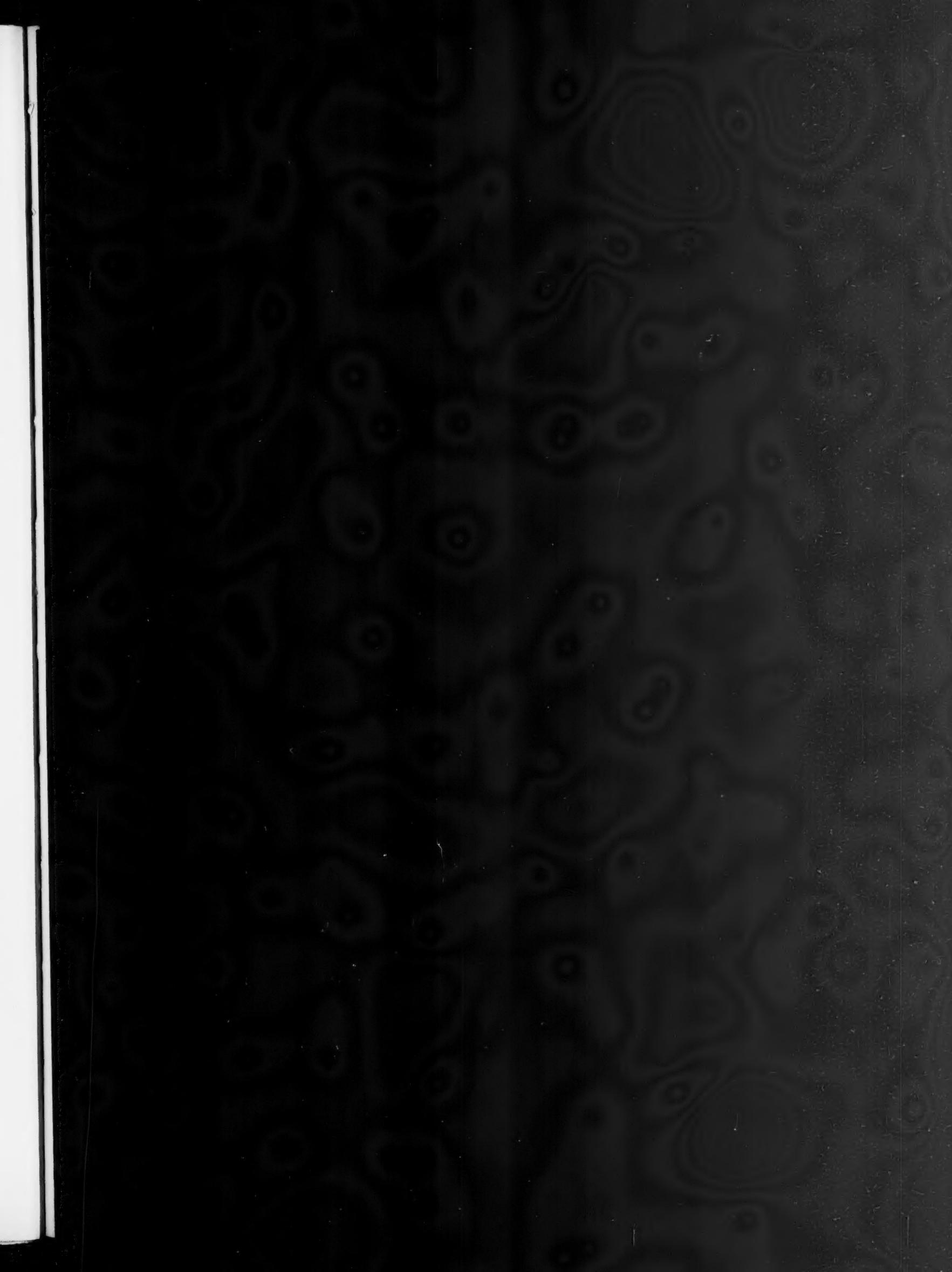
SEARS ROEBUCK repair men travel in their own cars, being allowed a nominal amount per mile. It is felt that a light fleet can get around at less cost than their company trucks. The men wear no uniforms save in summer, when they are jacketed with coats that bear the word "service" across the breasts.

At headquarters a complaint is checked back by the service desk. The customer is telephoned that a man is coming right out and while engaged in conversation an

attempt is made to discover just what the trouble is. A great deal of expertness has been developed in translating this rough diagnosis into a technical diagnosis, so that the service man can go prepared with the right parts.

As stated, a flat charge is made for each service call. If the man has to come back more than the once no extra charge is made. The customer pays only this one price, plus parts. All service calls are on a cash basis with this exception: Where a customer is buying an appliance on a time basis, and hasn't the money handy, the service men are permitted to do the work on a "you owe us" basis on orders less than \$2. If the charge amounts to more than \$2 a regular account is opened.

The service which Sears Roebuck & Company gives its appliances today is reckoned as a sales asset by the organization. Men get to the scene of the trouble within a few hours. With refrigeration day and night service has been in effect all year. In all larger communities, according to E. C. Petersen, district operating superintendent, centralized service is going into effect. In smaller communities, adaptations of the idea are still in vogue even to contracting out the repair service to reliable dealers. The general feeling is that Sears at last has the service problem whipped—and is proud of the way it has been done.





The hand that rocks the cradle is now an electric one. Invented by Dr. Alexander Brown, who holds eight degrees from Columbia university, this automatic cradle rocker operates on either AC or DC, comes as a complete unit. Jolts and jars are eliminated—a smooth gliding movement replacing the conventional rocking motion. A specially designed rheostat governs the speed.

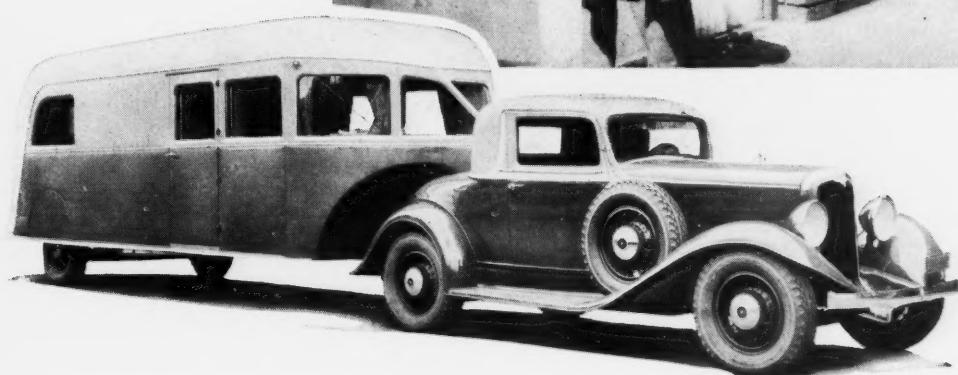
## Around the Electrical Map

RIGHT

J. T. Nappier, employee of the Alabama Power Company in Roanoke, Ala., found a unique method of advertising G. E. refrigerators on rainy days. The painted sign on the back of the slicker is an old trick borrowed from collegians of five years ago.



LEFT



George A. Hughes, president of the Edison Appliance Company, Chicago, does a lot of travelling, so he decided to take his office along with him. The result is the "land yacht" shown at the left. It has all the comforts of home, in addition: washroom and shower, refrigerator, range, easy chairs, pullman beds and other household paraphernalia. A telephone connects the coach to the driver of the Reo coupe power unit.





★ ★ ★ ★ *Permanency* ★ ★ ★

*"WEAK and unlucky companies have fallen, but the stronger, the better managed, and the more fortunate remain... and give every sign of ability to remain in business indefinitely... if you were asked to name the four greatest U. S. Corporations you might very well include the General Electric Company... G-E can weather any depression without having to weather any crisis... Today the electric-refrigerator business is roughly one-third G-E."*

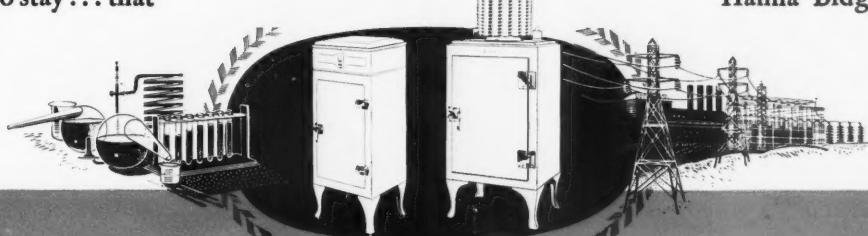
*—Fortune Magazine, Nov. 1932.*

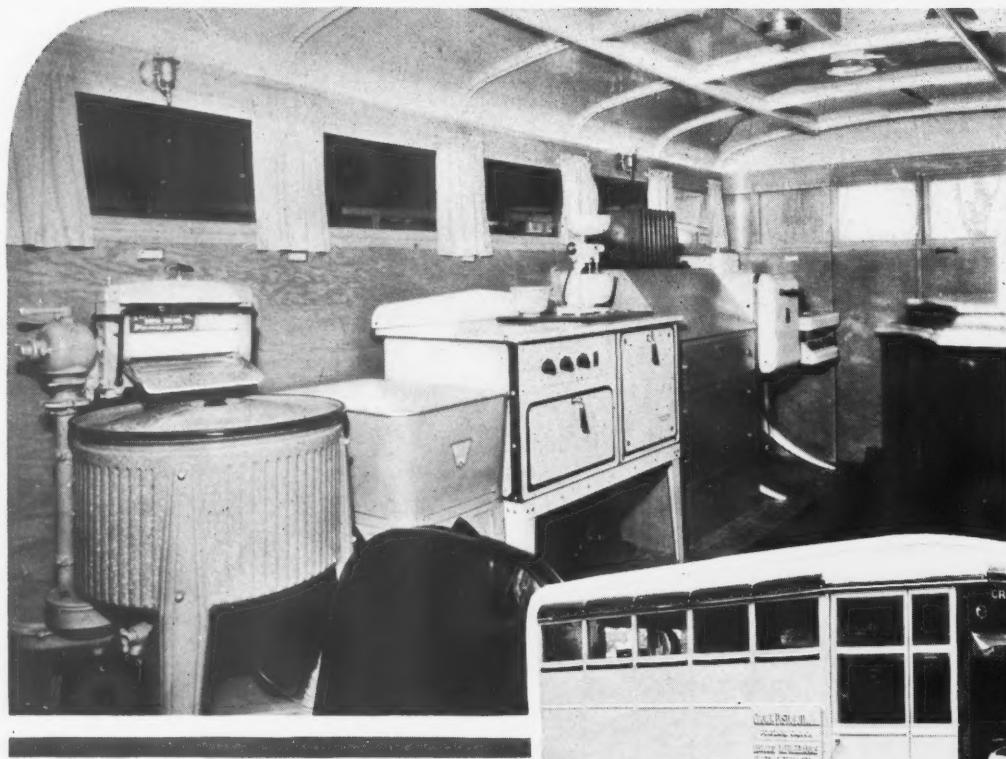
The G-E Refrigerator retailer knows that General Electric Company is in business to stay... that

it was founded upon the solid rock of permanence. It was here two-score years ago. It will continue for the years to come. The retailer... and the buyer... knows that General Electric is proud of its reputation as a manufacturer of quality products and equally proud of the service its products give the consumer. • General Electric offers the assurance of permanence upon which

retailers can build good will and profits for themselves. • General Electric Co., Electric Refrigeration Department, Section DE2, Hanna Bldg., Cleveland, Ohio.

GENERAL  ELECTRIC  
ALL-STEEL REFRIGERATOR





To sell outlying dealers, Cronin Distributing, Inc., Portland, O., distributors (Crosley radio, Leonard refrigerators, Voss washers, Electrochef ranges, Mixmaster mixers) designed this display car to demonstrate and sell appliances. The car may also be used as a travelling display for the public. It is wired for 110 volts, A.C., has interior dimensions of 16 ft. long, 7 ft. wide, 6 ft., 2 in. high.

# Around the ELECTRICAL MAP



Heywood Brown, our favorite columnist, author, lecturer and man-about-town is learning to flip a mean egg on a Hotpoint range, under the critical eye of a GE home economist. It is fitting that Heywood know something about electric cooking, both for the benefit of his own self-publicized waist-line and for the fact that he is master of ceremonies on the GE Radio Circle program.





## *The Proof of the Range Price Question* (Continued from page 26)

Western Massachusetts Companies unless he sells a range that will give a satisfactory performance.

In these hard times, the question naturally comes up: Who bought these ranges and at these prices? The power company has an answer to that one, too. They analyzed every range sale reported to them by dealers and broke them down into classifications according to the occupation of the purchaser. There were five major classifications: Well-to-do, professional, supervisory, salaried and wage-earners. The first comprised executives, retired residents, landlords, etc.; the second: dentists, doctors, lawyers, etc.; the third: accountants, store managers, jobbers, foremen; the fourth: clerks, salesmen, stenographers; and the fifth: machinists, plumbers, chauffeurs, truckmen, etc.

Thus another superstition was done away with! It wasn't the well-to-do, or professional people that bought all the ranges. For all the territories, those two classifications only bought 25.2 per cent of the ranges sold! The rest of them were bought by the accountants, foremen and jobbers—29.2 per cent; the clerks, salesmen and stenographers—23.8 per cent; and the truckmen, bus-drivers and machinists—21.8 per cent. In other words, the salaried and wage-earning group alone, despite hard times, bought nearly half of all the ranges sold.

We might stop to consider now, briefly, the types of electrical dealers in the Western Massachusetts territory who have been most active in promoting the electric range. Roughly estimated for purposes of comparison, the percentage of sales for the various types of dealers was as follows:

Electrical dealers .....	48%
Department stores.....	30
Plumbing and heating.....	7
Furniture stores.....	5
Miscellaneous.....	8
Hardware .....	2

These percentages vary, of course, in the Springfield, Pittsfield, Greenfield and Western Counties (rural) territories. In Springfield, for instance, the department stores did 45 per cent of the range business; in Pittsfield, they did 55 per cent. In Greenfield, they did only 22 per cent while in the rural territories no department store range sales are recorded. Conversely, where the department stores were not active, the contractor-dealers did the most range business: In Springfield and Pittsfield, contractor-dealers did only 20 per cent of the range business in each city; in Greenfield, however, they did 36 per cent and in the rural communities they did 58 per cent.

For purposes of simplification, the term "electrical dealers" in the table reproduced above, includes contractor-dealers, dealers who sell only electrical goods but do no contracting, and specialty dealers who handle, at most two or three lines (radio, refrigeration, ranges).

The miscellaneous classification seems curious in view of the fact that it is electric range sales that are under scrutiny, but it ceases to be curious when the simple fact is borne in mind that, in the Western Massachusetts territories, almost any variety or type of retail establishment can engage profitably in electric range merchandising. The miscellaneous, therefore, includes all outlets such as music stores, that do not come under the other headings.

It will suffice in closing to say that the records made in electric range selling, in maintaining prices which return a profit to the manufacturer, wholesaler and retailer, and in assuring customer satisfaction by insistence on quality, could not have been possible without the intelligent direction, enlightened merchandising policies and genuine enthusiasm for their job which characterize such men as H. E. Duren, vice-president and general manager of the Greenfield Light & Power Company, and C. P. Golding, general sales manager for the constituent companies.

## *The Drug Store Flirts With Appliances* (Continued from page 33)

stock. Eye appeal is the chief factor for moving an appliance out of the drug store. No item that requires a demonstration to reveal its usefulness or operation can be carried conveniently.

7. Service. All Walgreen items are sold under a year's guarantee by the manufacturer. The chain makes no provision to repair faulty items but simply passes them back to the manufacturer. Service work is not desired by the drug store.

8. Sales training. Drug store employees have little technical knowledge regarding appliances and have less time to give sales talks about them. Reason, too many items that demand attention. Merchandise is expected to sell itself.

The Walgreen Company, estimated to do about \$500,000 a year in electrical appliances, lists its electrical appliances under the head of sundries and keeps no separate figures on sales. No effort has been made to departmentalize its electrical items.

The typical stock carried in a Walgreen store is as follows:

1. Five styles and prices of flat irons, including a 6-lb. iron, a three-pounder and a 1½-lb. travel iron.

2. New this year is a radio at \$14.95.
3. Two styles and prices of curling irons.
4. Corn popper.
5. A heater at 98c.
6. Two styles and prices of heating pads, \$2.95 and \$3.95.
7. Three styles and prices of hot plates. The volume is done on the 98c. item.
8. A hair dryer at \$4.95. This is a slow seller.
9. A vibrator at \$4.98. Another slow item.
10. A therapeutic lamp, only a fair seller.
11. Two styles and prices of waffle irons, at \$4.95 and \$5.95.
12. Two styles and prices of toasters.

It must never be forgotten, Walgreen executives point out, that it has not been forgotten in drug stores that the real business is the selling of drugs and filling prescriptions. Sundries may come, and sundries may go, but none of them have much chance of even diverting the apothecary from his primary mission in life. If electric appliance prices ever rise out of drug store levels, the chances, like the old song about good soldiers, is that they will simply fade away.

# Review of NEW Products



## Crosley "Shelvador" Refrigerators

*The Crosley Radio Corp., Cincinnati, O.*

Models: 3.

Capacities:  $3\frac{1}{2}$ ,  $4\frac{1}{2}$  and 6 cu.ft.

**Special Features:** "Shelvador," an especially designed recessed door in which shelf space is provided for butter, eggs, fruit, etc., providing larger storage space without additional floor space; guards on "Shelvador" shelves prevent contents from being split when door is opened or closed. Automatic interior lights; temperature control, defrosting switch; flat bar shelves; 1 piece white porcelain interiors, white lacquer exteriors; larger evaporators are additional features in new models. Prices:  $3\frac{1}{2}$  cu.ft. \$95;  $4\frac{1}{2}$  cu.ft., \$105; 6 cu.ft., \$130.—*Electrical Merchandising*, February, 1933.



## Everhot Deep Fat Fryer

*The Swartzbaugh Mfg. Co., Toledo, Ohio.*

**Device:** Model 620, "Everhot" deep fat fryer, for domestic and commercial use.

**Special Features:** Drum type heating element entirely surrounds well from top to bottom; 2-heats; maintains temperature without need of thermostat; liquid capacity 5 qts.; basket,  $8\frac{1}{2} \times 5\frac{1}{2}$  in.; chromium plated; 750 watts maximum current consumption. Price: \$15.—*Electrical Merchandising*, February, 1933.

## Easy Washers

*Easy Washing Machine Corp., Syracuse, N. Y.*

Models: 6F; 7F.

**Special Features:** Large tub and agitator with new action increases capacity; floated and insulated power plant; rust proof rubber casters; Model 7F, equipped with Easy electric pump, handles all water; safety switch to protect motor and fuses; larger capacity.

**Wrinker:** New "No-Slip" safety wringer with hair-trigger safety release; gear drive for both upper and lower rolls. Price: 6F, \$69.50; 7F, \$89.50.—*Electrical Merchandising*, February, 1933.

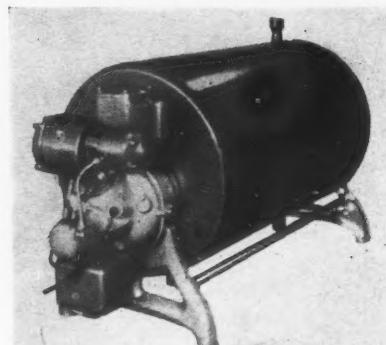


## Beacon Master Chef

*The Beacon Mfg. & Distributing Corp., 2202 Superior Ave., Cleveland, O.*

**Device:** Combination grill, sandwich toaster.

**Description:** Bakes, grills, toasts, fries; expansion hinge adjusts grill to sandwiches of varying thicknesses; cover opens flat serving as double hotplate or grill; grids drain through channel into removable cup; waffle grid optional. —*Electrical Merchandising*, February, 1933.

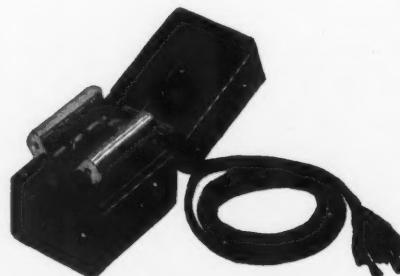


## Oil-O-Matic Water Heater

*Williams Oil-O-Matic Heating Corp., Bloomington, Ill.*

**Device:** Oil-burning hot water heater.

**Description:** Fully automatic; horizontal type; one-unit; burns any oil down to heavy No. 4.—*Electrical Merchandising*, February, 1933.



## GE Razor Blade Sharpener

*General Electric Co., Merchandise Dept., Bridgeport, Conn.*

**Device:** Motor driven, automatic razor blade sharpener.

**Description:** Motor starts immediately when cover is closed, after blade has been placed in position; adjustable, automatic timing control shuts off motor when blade is sharpened; sharpens any double-edge blade of Gillette or ProBak type; black lacquered aluminum case with modern aluminum design embossed on cover, sides, 60 cycles; a.c. only; 115 volts;  $3\frac{1}{2} \times 2\frac{1}{2} \times 3\frac{1}{2}$ .

Price: \$6.95.—*Electrical Merchandising*, February, 1933.



## Telechron Minitmaster

*Warren Telechron Co., Ashland, Mass.*

**Model:** "Minitmaster."

**Description:** In place of usual dial and hands, time is indicated by large numerals which change every 60 seconds; revolving disc below numerals shows the second pass; small lamp illuminates numerals and decorative design etched in crystal; regular current-interruption indicator between hour and minute numerals; easily set by lifting cover, moving numeral drums forward as desired. Molded black plastic case, gold-finished metal ornaments;  $6\frac{1}{2}$  in. high,  $4\frac{1}{2}$  in. wide;  $3\frac{1}{2}$  in. deep.

Price: \$9.95.—*Electrical Merchandising*, February, 1933.

## Bryant Switch Plug

*The Bryant Electric Co., Bridgeport, Conn.*

**Device:** No. H 280 Switch appliance plug with 1,000 watt rating for new, higher capacity irons.—*Electrical Merchandising*, February, 1933.

# THE WIRE

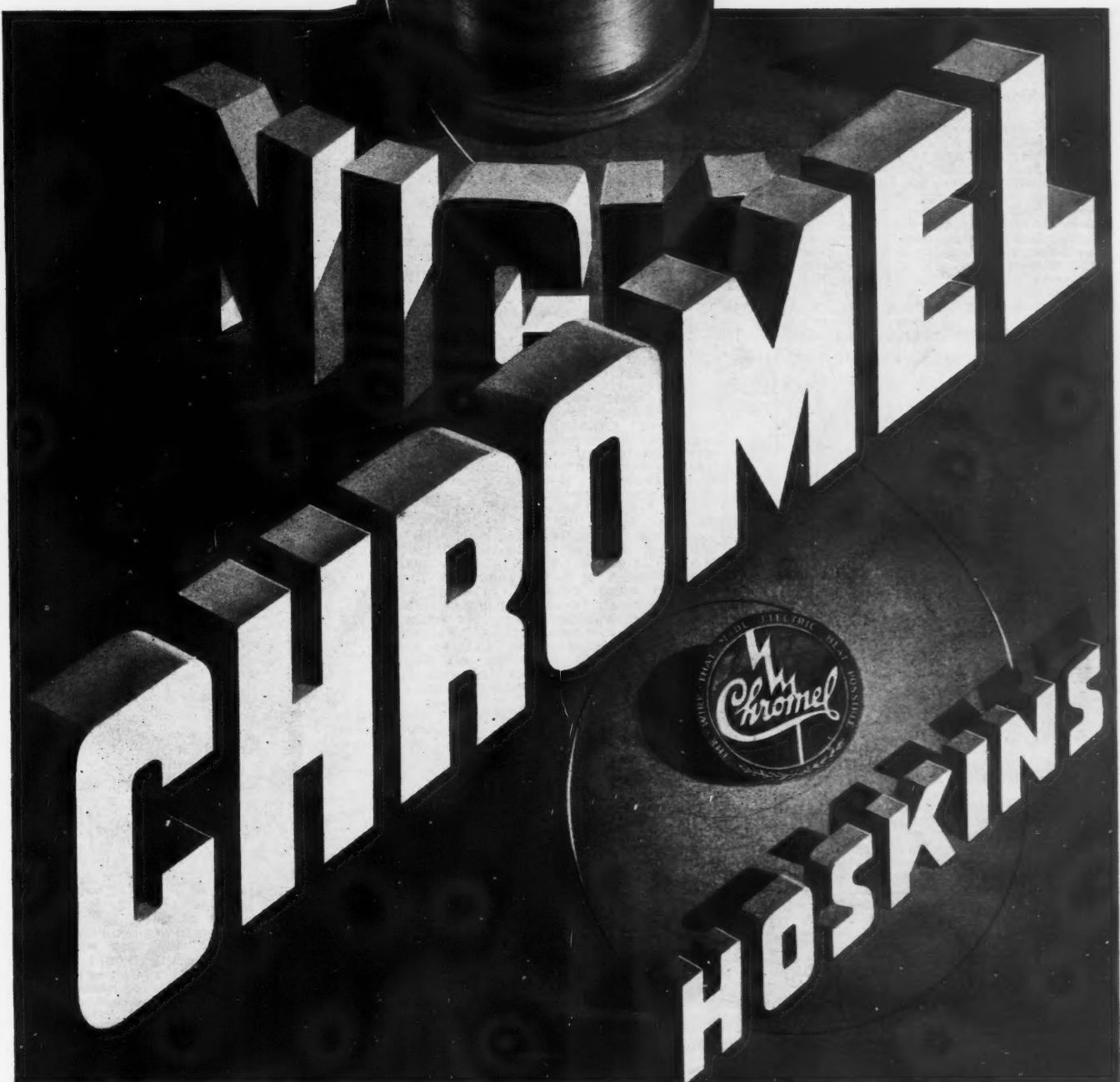
## that made electric heat possible

THE Chromel wire on this spool will find its way into hundreds of homes, as the heating element of some well-known heating device. It may go into homes of some of your own customers, thru sales on which you made a profit. In those homes, Chromel will behave in a way that pleases both you and your customers.



Also in those homes, Chromel sustains the good name of the maker of the device, by fulfilling the good claims we make for it. It pays to sell good heating devices, and one reason why they are good, is that their Chromel units are good. (For technical data, ask for Catalog-MH).

Hoskins Manufacturing Co.,  
Detroit, Mich.



# Review of NEW Products



## Electric Deep Fryer

*West Bend Aluminum Co.,  
West Bend, Wis.*

**Device:** Deluxe deep fryer.  
**Description:** Heavy aluminum fryer, deep, narrow construction, with built-in 1,000-watt heating unit; hexagonal perforated aluminum draining basket; special thermometer to insure accurate temperature control; safety expansion chamber; "shut-off" switch on cord.  
**Price:** \$13.50.—*Electrical Merchandising*, February, 1933.

## Emerson Ventilating Fans

*The Emerson Electric Mfg. Co.,  
St. Louis, Mo.*

**Device:** Reversible ventilating fans for home kitchens.  
**Description:** 9, 12 and 16 in. fans; 9 and 12 in. fans are dual purpose—exhaust superheated air, smoke, fumes, can be reversed by throwing switch to draw in outdoor air. Sixteen-inch fan expels air only; special blade and motor design assures quietness; grey lacquer wall-boxes, adjustable to varying wall thicknesses, for built-in installations are available for 9 and 12 in. fans; adjustable, all metal mounting panels with translucent inserts also available for window or transom installations.—*Electrical Merchandising*, February, 1933.



## Mohawk Washers

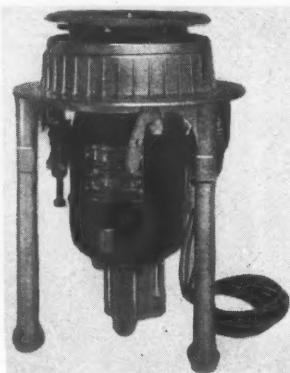
*All-American Mohawk Corp.,  
N. Tonawanda, N. Y.*

**Models:** A, AP, D, DP, S.  
**Special Features:** Capacity, 5 sheets;  $\frac{1}{4}$  hp. motor directly connected eliminating all belts, pulleys, guards, adjustments; porcelain tub with corrugated wall gives washboard action; aluminum, 3 leaf clover agitator; Model S "speedi-spin" combination washer and dryer; Models AP, DP and S equipped with pump.  
**Wringers:** Improved type Corcoran wringer; safety release; oil-less bearings.  
**Prices:** Model A, \$59.50; AP, \$69.50; D, \$79.50; DP, \$89.50; S, \$109.50.—*Electrical Merchandising*, February, 1933.

## Toridheet Oil Burner

*Cleveland Steel Products Corp.,  
Toridheet Division, Cleveland, Ohio.*

**Model:** C.  
**Device:** Wall wiping flame type automatic oil burner.  
**Special Features:** Start switch entirely eliminated; all bearings lubricated by artificially cooled lubricating oil from reservoir at bottom of motor. Starting current less than  $1\frac{1}{2}$  amperes; running current approximately  $\frac{1}{2}$  ampere. Ropeller permits use of hollow shaft through center of motor for feeding of fuel oil. Adaptable to 96 per cent of home installations.  
**Finish:** Natural aluminum and black enamel.—*Electrical Merchandising*, February, 1933.



## Marble-Card Motors

*Marble-Card Electric Co.,  
Gladstone, Mich.*

**Device:** Fan seal type motors.  
**Description:** Entirely enclosed; self-cooling, self-cleaning self-protecting; no special motor housings, boxings or ventilating systems required; may be operated out-of-doors, subject to rain or snow.—*Electrical Merchandising*, February, 1933.

## Williams Washer

*Williams Industries, 1836 Standard Bank  
Bldg., Cleveland, Ohio*

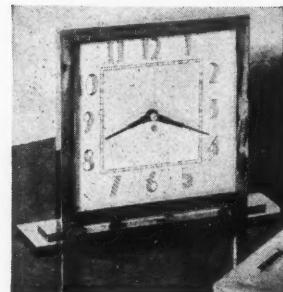
**Description:** Capacity 8 sheets; special agitator; drain pump; quiet specially designed rubber mounted, noiseless motor; porcelain enamel finish.  
**Special Features:** New wringer design, four rolls, double pressure, aluminum frame, oilless bronze bearings; no reverse levers or safety releases; automatic; patented drain rolls accessible for cleansing; automatic release; double pressure method; lower rolls extract most of water, soap and dirt without being pocketed in folds of clothes; heavy pressure on upper rolls removes remaining water. No wrapping of clothes around rolls, breaking buttons or clasps. No buttons or levers to touch. Clothes get two cleansings and wrappings. No reversing gears or clutches in wringer mechanism.  
**Price:** \$99.50 (slightly higher on the Pacific coast).—*Electrical Merchandising*, February, 1933.



## Federal Cooking Utensils

*Federal Enameling & Stamping Co.,  
Pittsburgh, Pa.*

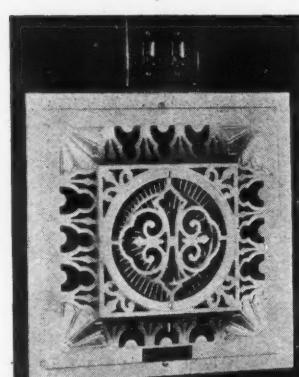
**Device:** Guaranteed chip-proof, stainless enameware especially designed for use with electric ranges.  
**Description:** Quick heating, black bottoms, straight sides adapted to electric ranges, save fuel and cooking time; vapor-seal chromium covers for waterless and other cooking save flavor and vitamins.—*Electrical Merchandising*, February, 1933.



## Miller Clock

*Herman Miller Clock Co., Zeeland, Mich.*

**Model:** No. 4795 alarm.  
**Description:** Chromium finished case;  $6\frac{1}{2}$  in. high, 8 in. wide, 3 in. deep.  
**Price:** \$5.00.—*Electrical Merchandising*, February, 1933.



## Electromode Built-in Heater

*The American Foundry Equipment Co.,  
Mishawaka, Ind.*

**Description:** For complete heating system or occasional usage; consists of heating element, fan, box which fits into wall and grille front; can be controlled either by switch or thermostat; heavily insulated heating element in aluminum alloy casting, heating wires sealed in heating unit; available in 1,000 to 5,000 watts.—*Electrical Merchandising*, February, 1933.

# Fans for EVERY need in the complete DIEHL line



WHETHER you sell to homes, stores, offices, restaurants and hotels, or to theatres, bakeries, and industrial plants where the requirements range from small desk fans to large exhaust fans, the Diehl line fills every need.

With sturdy construction, attractive appearance and well-known dependability as paramount features, Diehl fans find ready acceptance with ventilation prospects and offer an excellent opportunity for profitable all-year-round sale.

Attractive sales helps are available to all dealers to assist in making 1933 a successful fan year.

Write for the 1933 Catalog—it describes the entire line of fans and sales helps.

**DIEHL MANUFACTURING COMPANY**  
*Electrical Division of*  
**THE SINGER MANUFACTURING COMPANY**  
**Elizabethport, N. J.**

Atlanta      Boston      Chicago      New York      Philadelphia

# DIEHL

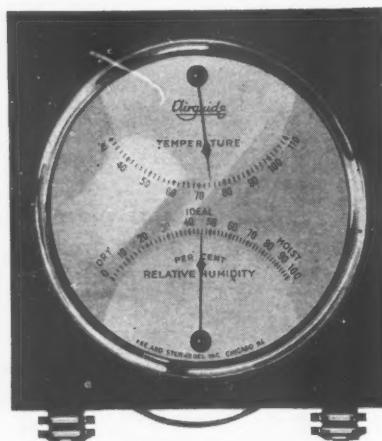
# Review of NEW Products



## Easy Ironer

*Easy Washing Machine Co.,  
Syracuse, N. Y.*

**Device:** Model 31 rotary ironer.  
**Description:** New folding table top recedes behind ironer at touch of finger, does not reflect heat from shoe into operator's face, serves as shelf for completed garments; rust-proof ironing shoe; adjustable knee control, finger tip control; full open end at left; instant roll stop; extension shelf for completed garments; 26 in. roll revolving at 100 in. per min.; 100 lb. adjustable pressure; extra heat at open end.  
**Price:** \$84.50.—*Electrical Merchandising*, February, 1933.



## Airguide Indicator

*Fee & Stemwedel, Inc., 221 W. Chicago Ave., Chicago, Ill.*  
**Device:** Portable air condition indicating instrument; shows temperature and relative humidity of room.  
**Description:** Temperature range 30° to 110° F.; relative humidity range zero to 100 per cent. Black bakelite case, chromium bezel, convex crystal, also available in walnut case with gold trim.  
**Price:** \$2.75.—*Electrical Merchandising*, February, 1933.

## Sparton Refrigerators

*Sparks-Withington Co.,  
Jackson, Mich.*

**Models:** 7; L-46; L-57, L-72, Deluxe-75; Deluxe-88; Deluxe-106; Deluxe-127.  
**Special Features:** Spring suspension for mechanical units; twin cylinder compressor; outside cold regulator; water cooler; vegetable crisper; egg basket; two-way latch; chromium evaporator doors; sliding shelves; broom high legs.  
**Prices:** L-46, \$114.50; L-57, \$156.50; L-72, \$183.50; Deluxe 75, \$241.50; Deluxe 88, \$259.50; Deluxe 106, \$364.50; Deluxe 127, \$410.—*Electrical Merchandising*, February, 1933.

## Servel Refrigerators

*Servel Sales Inc.,  
Evansville, Ind.*

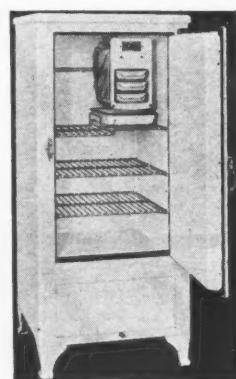
**Models:** "Crusader" CD-46, CD-51, CD-61, CD-71 and CD-86.  
**Description:** CD-46, 8.5 sq.ft. shelf area; 4.6 cu.ft. food storage; 42 ice cubes, 2 trays; 50 $\frac{1}{2}$  in. high, 24 $\frac{1}{2}$  in. wide, 24 $\frac{1}{2}$  in. deep.  
CD-51, 9.8 sq.ft. shelf area; 5.1 cu.ft. food storage; 42 ice cubes, 2 trays; 52 $\frac{1}{2}$  in. high, 24 $\frac{1}{2}$  in. wide, 24 $\frac{1}{2}$  in. deep.  
CD-61, 6.1 cu.ft. food storage; 63 cubes, 3 trays; 54 $\frac{1}{2}$  in. high, 25 $\frac{1}{2}$  in. wide; 25 $\frac{1}{2}$  in. deep.  
CD-71, 12.3 sq.ft. shelf area, 7.1 cu.ft. food storage; 63 cubes, 3 trays; 59 $\frac{1}{2}$  in. high, 27 $\frac{1}{2}$  in. wide, 26 $\frac{1}{2}$  in. deep.  
CD-86, 15.7 sq.ft. shelf area; 8.6 cu.ft. food storage; 60 cubes, in 3 trays with 1 large tray for frozen desserts, foods, etc.; 62 $\frac{1}{2}$  in. high, 33 $\frac{1}{2}$  in. wide, 26 $\frac{1}{2}$  in. deep.  
**Prices:** CD-46, \$112; CD-51, \$137.50; CD-61, \$150; CD-71, \$180.50; CD-86, \$235.—*Electrical Merchandising*, February, 1933.



## Chromalox Hotplates

*Edwin L. Wiegand Co.,  
7500 Thomas Blvd., Pittsburgh, Pa.*

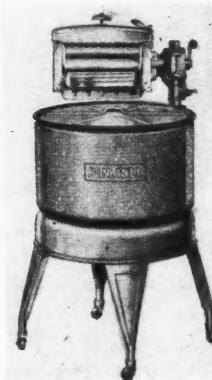
**Device:** Single burner hotplates.  
**Description:** Chromalox Super-Speed unit; 3-heats; 120-240 volts; 2-in-1 "burner" provides small inside unit for quick cooking with small utensils, both units operate on "high" inside unit on "medium" only; 5 in. high, 11 in. wide, 13 in. deep; white enameled cast iron frame; 1,000, 1,200, 1,500, 2,000 watts.  
**Prices:** SB-1000 \$16.75; SB-1200 \$17.75; SB-1500 \$18; SB-2000 \$18.50.—*Electrical Merchandising*, February, 1933.



## Zenith Washer

*Zenith Machine Co., Duluth, Minn.*

**Model:** Zenith "Maid" Model W.  
**Special Features:** Zenith patented washing action—overhead agitator with soft rubber hands; conical clothes separator keeps garments spread open, untangled; adjustable legs; rubber-cushioned, noiseless motor; quick-draining tub mounted in rubber, 13 $\frac{1}{2}$  in. deep.  
**Wringer:** Divided type cast-aluminum roller-dryer; large cushion rolls; automatic adjustment; 1-lever control; safety release; wide drainboards.  
**Finish:** Light beige-gray with ivory porcelain enamel tub.  
**Price:** \$79.50; also Models E, \$139.50; T, \$69.50; Y, \$49.95.—*Electrical Merchandising*, February, 1933.



## Automatic Washers

*Automatic Washer Co., Newton, Iowa*  
**Models:** 29, Sentinel: 41-A; 45-A; 46-A; 35-A.

**Special Features:** Models 29, 41, 45-A; removable aluminum agitator operates full stroke, full speed;  $\frac{1}{4}$  hp. "floating power" motor cushioned in live rubber; worm and segment drive; specially designed solid 1-piece worm gear case.  
Models 46-A, 35-A, Automatic "Duo-Disc" invertable agitator, used in bottom for usual loads or inverted to top position for heavy-bulky pieces; Model 35-A, Cable Drive; only 2 gears; "V" belt from motor to worm drive pulley.  
Models 29, 41-A, 6 lb. capacity; models 45-A, 46-A, 35-A, 7 lb. capacity.

**Wringer:** Model 29, "Chamberlain" 2 in. balloon rolls; 1 stationary, 1 flipper type drain board; Model 41-A, Lovell 2 in. balloon rolls; 2 drain boards, pressure knob tension release; Model 45-A, "Chamberlain" 2 $\frac{1}{2}$  in. rolls, swinging spout; Model 46-A, "Chamberlain" 2 $\frac{1}{2}$  in. rolls; Universal release bar both sides; Model 35-A, "Chamberlain" 2 $\frac{1}{2}$  in. rolls; trough type, automatically operated flipper drain spout, universal release bar.

**Finish:** Porcelain enamel; Model 29, gray with white spackle; Model 41-A, green with white spackle; Model 45-A, blue with white spackle; Model 46-A, green with white spackle; Model 35-A, ivory, curvilinear shape.—*Electrical Merchandising*, February, 1933.

